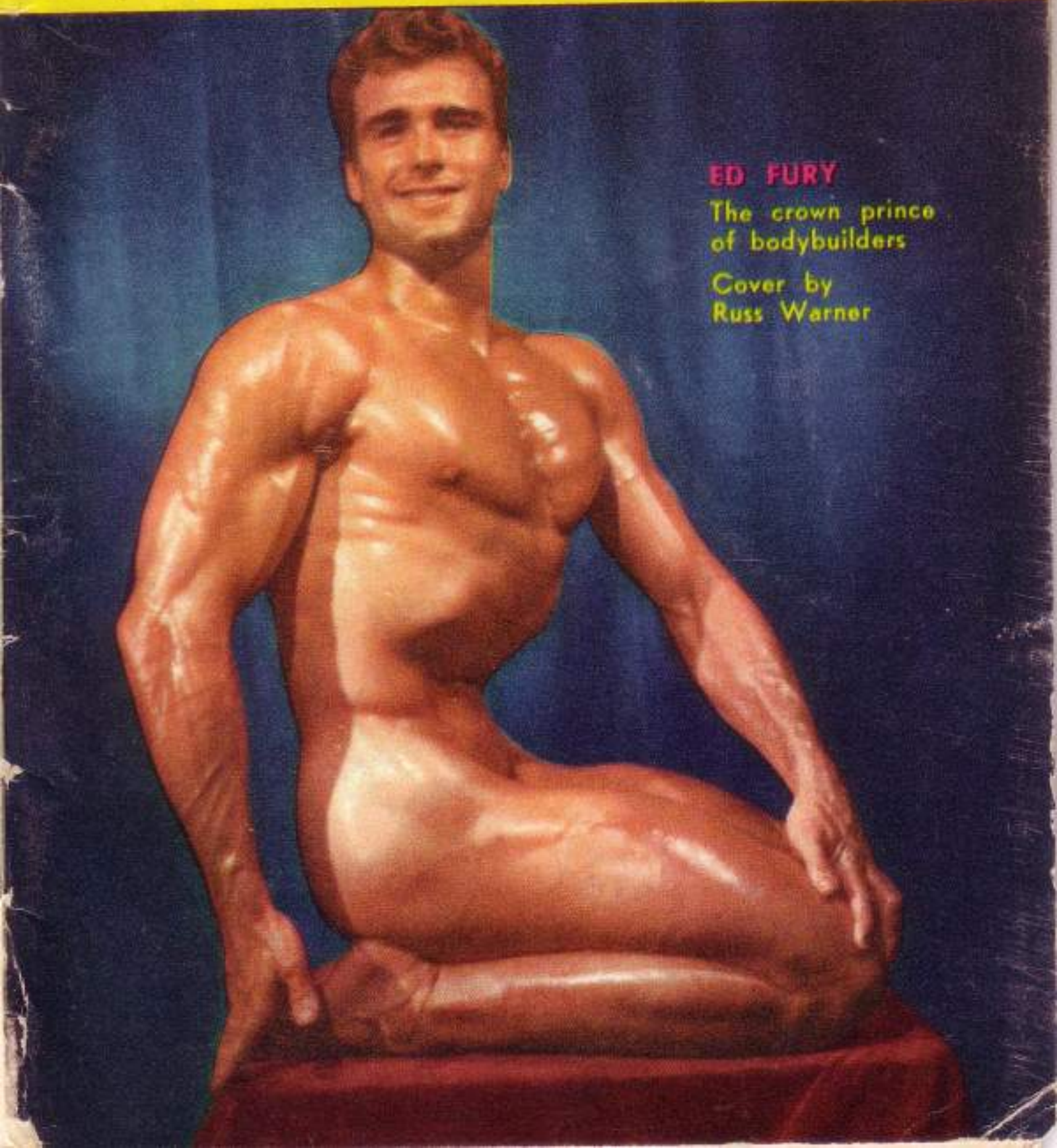
JUNE/25c

ANC

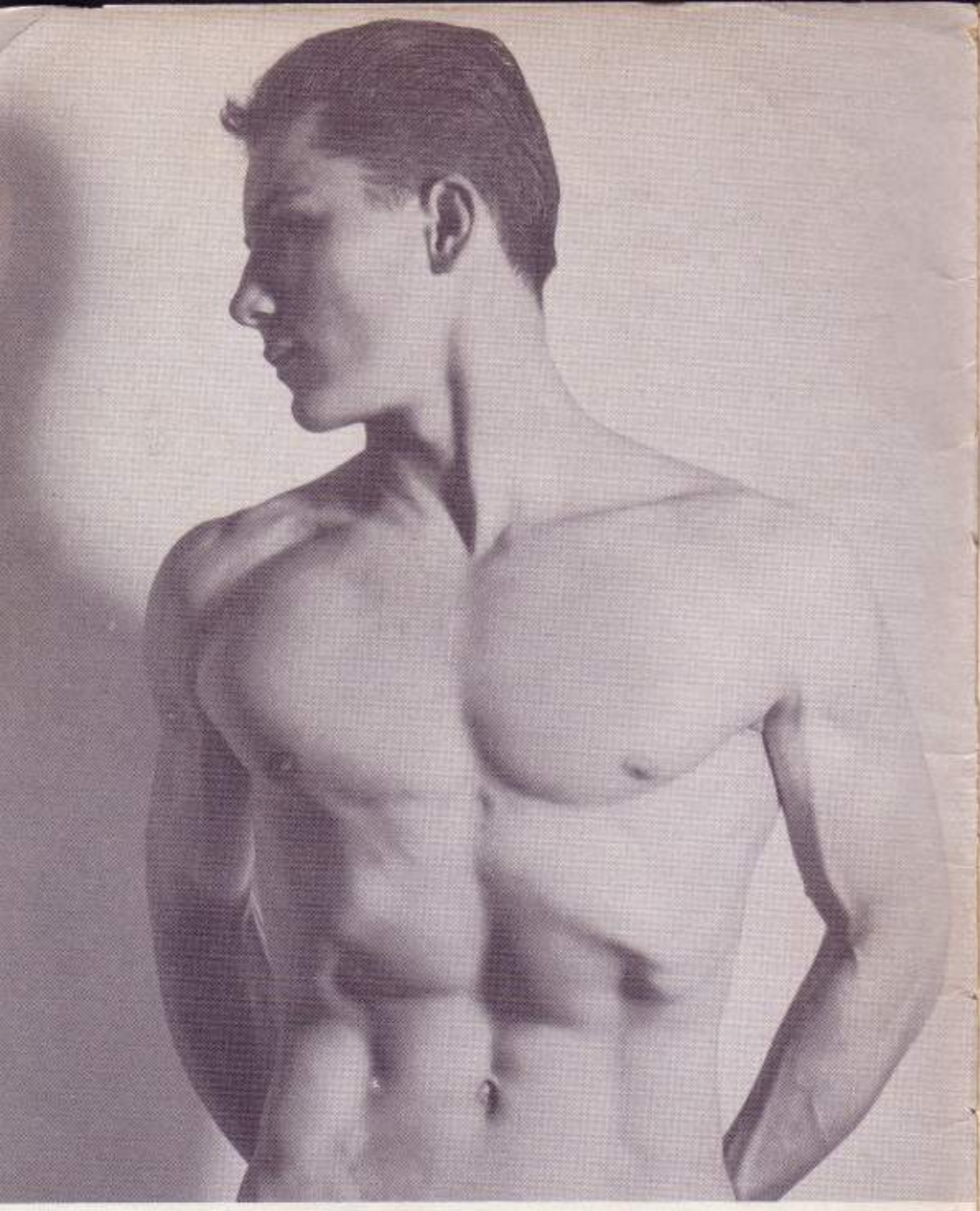
ADONIS

THE ART MAGAZINE OF THE MALE PHYSIQUE



ED FURY
The crown prince of bodybuilders

Cover by
Russ Warner



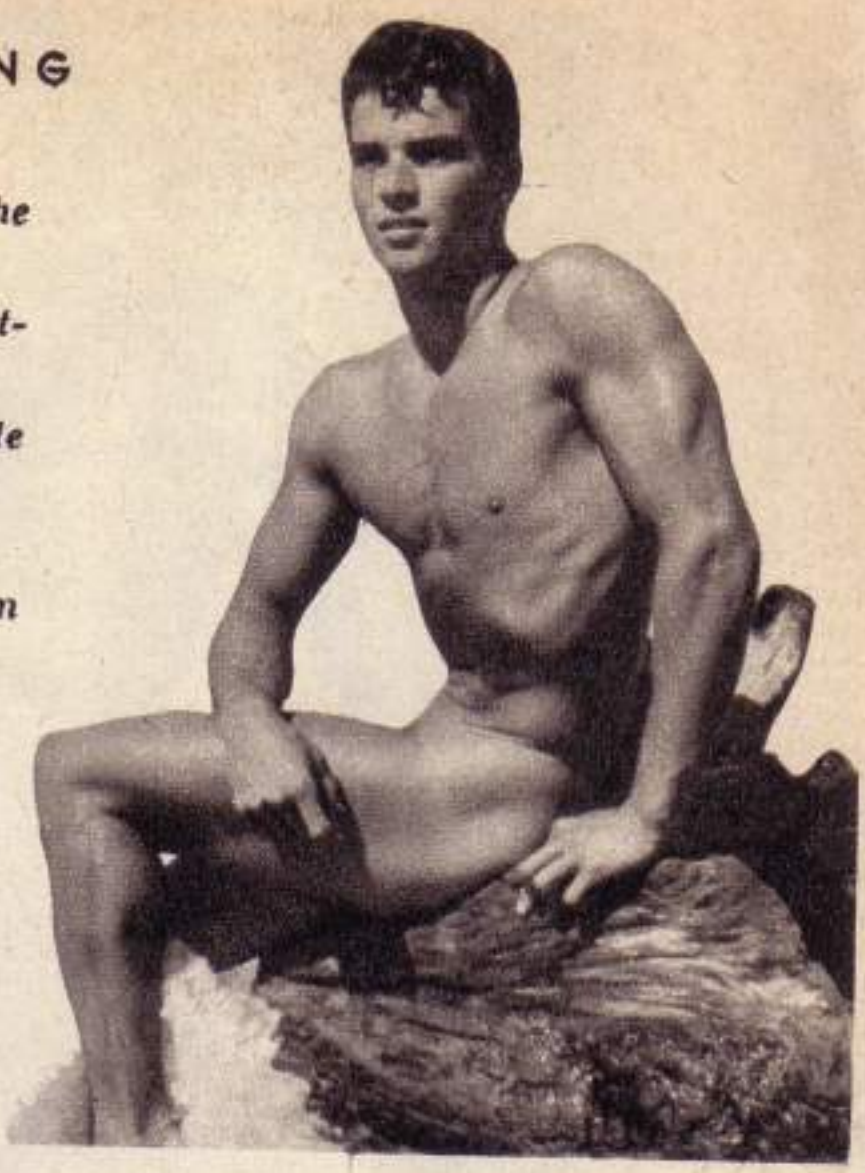
STEVE WEYGREN by Vulcan

The grace of youth in his lithesome form

THE FIRES OF SPRING

Come, fill the Cup, and in the fires of Spring
Your winter-garment of Repentance fling!
The Bird of Time has but a little way to flutter—
And the Bird is on the wing.

Omar Khayyám



Foreword

Surely there is no season of the year that makes such a universally joyous appeal to mankind as the advent of spring. In every land where the spirit of springtime is invoked, each language salutes its favorite goddess with its loveliest of descriptive names. The French put a coronet of *fleur-de-lys* upon her brow and woo her as *printemps*. Since pagan times the German has reserved for her the most beautiful word in his vocabulary . . . he calls her *frubling*, while the warm-blooded, ever-amorous Italian adores her as *primavera*.

Although our English word 'spring' may lack the melody of these European nouns, it is for me the most inspired of all the names, for 'spring' to us signifies not only an enchanted time of year, it is also a personal call to arms in a very literal sense.

(*Continued on page* 42)

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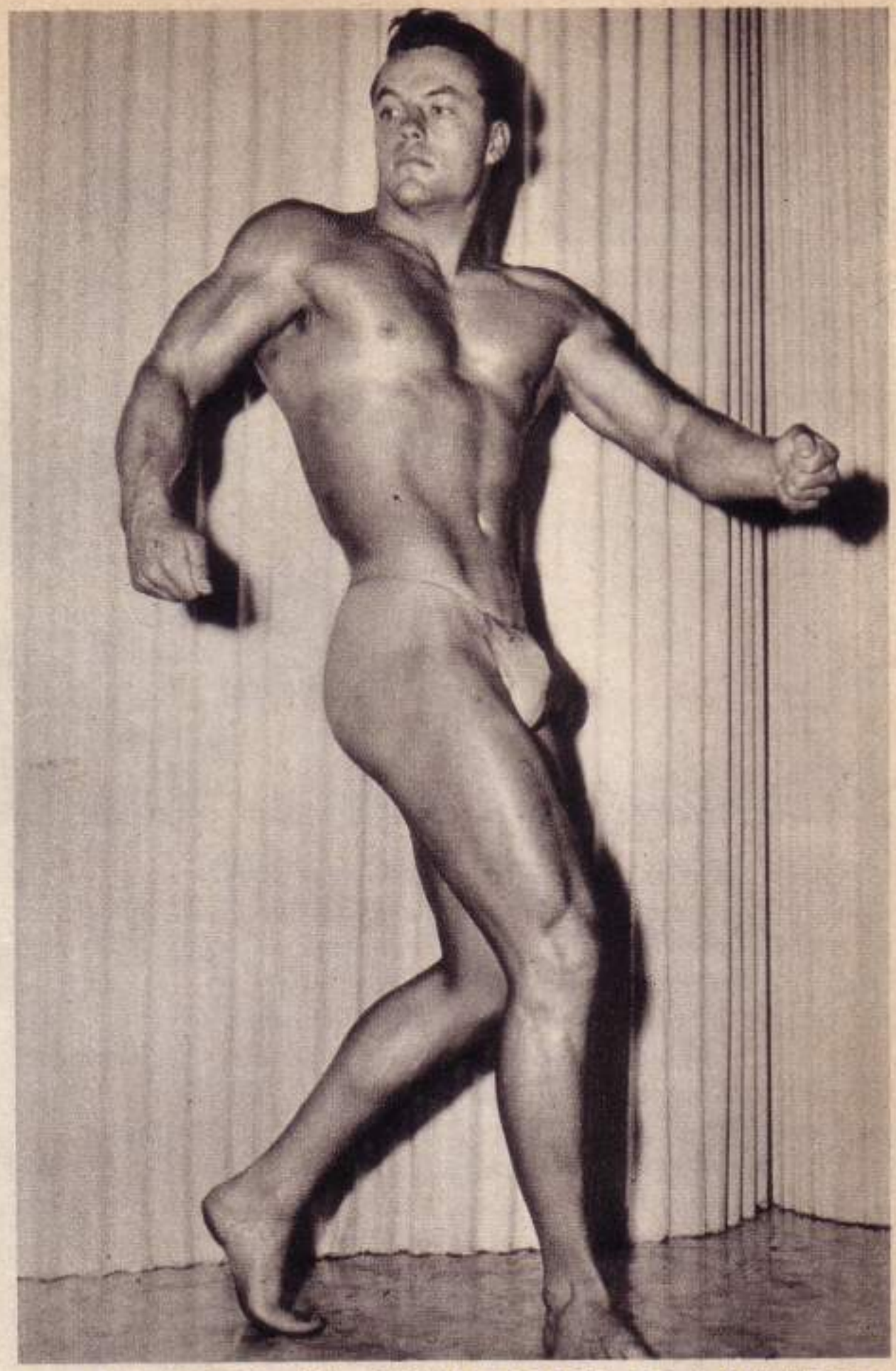


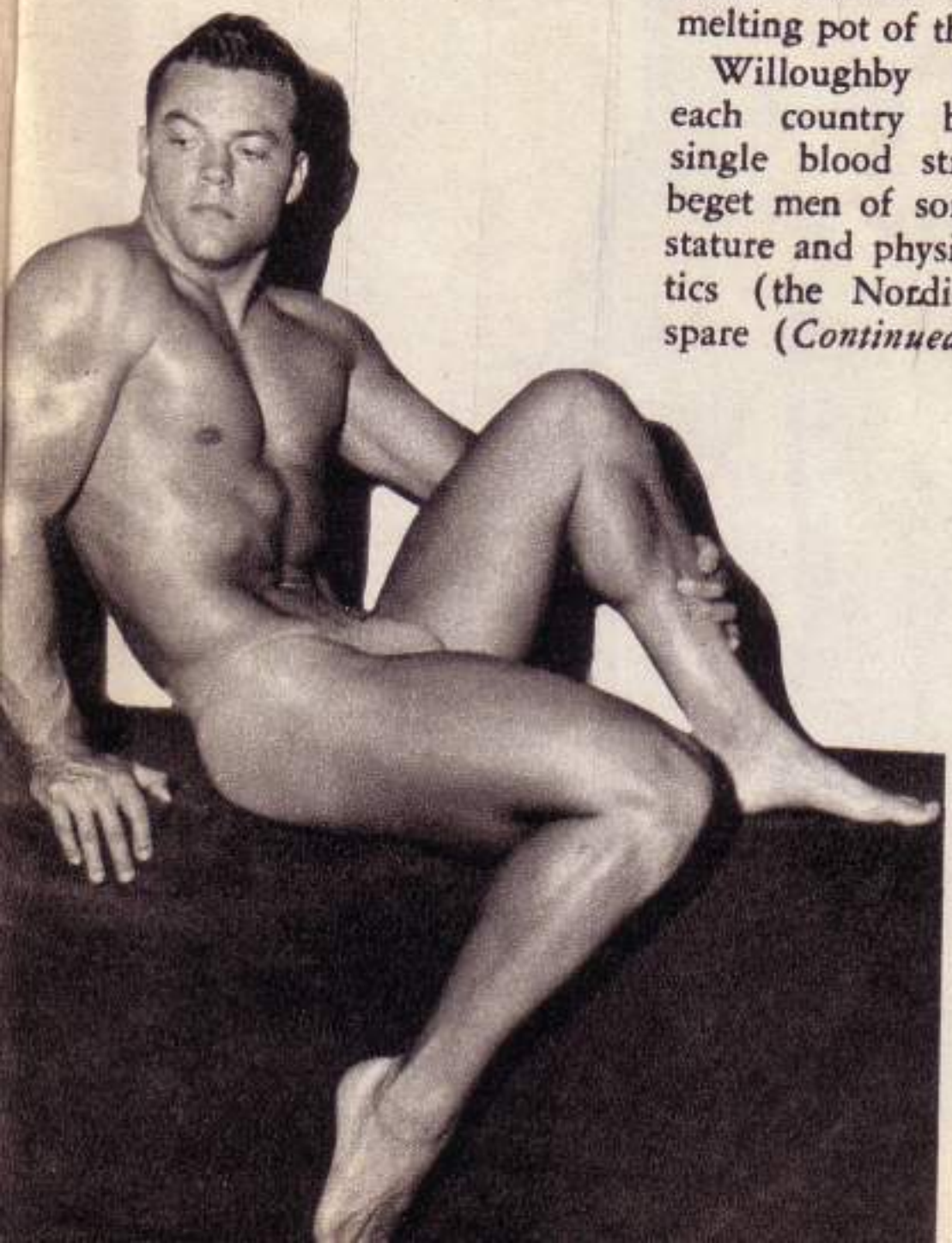
THE LITHENESS AND ANIMAL GRACE OF A PANTHER

hugh pendleton

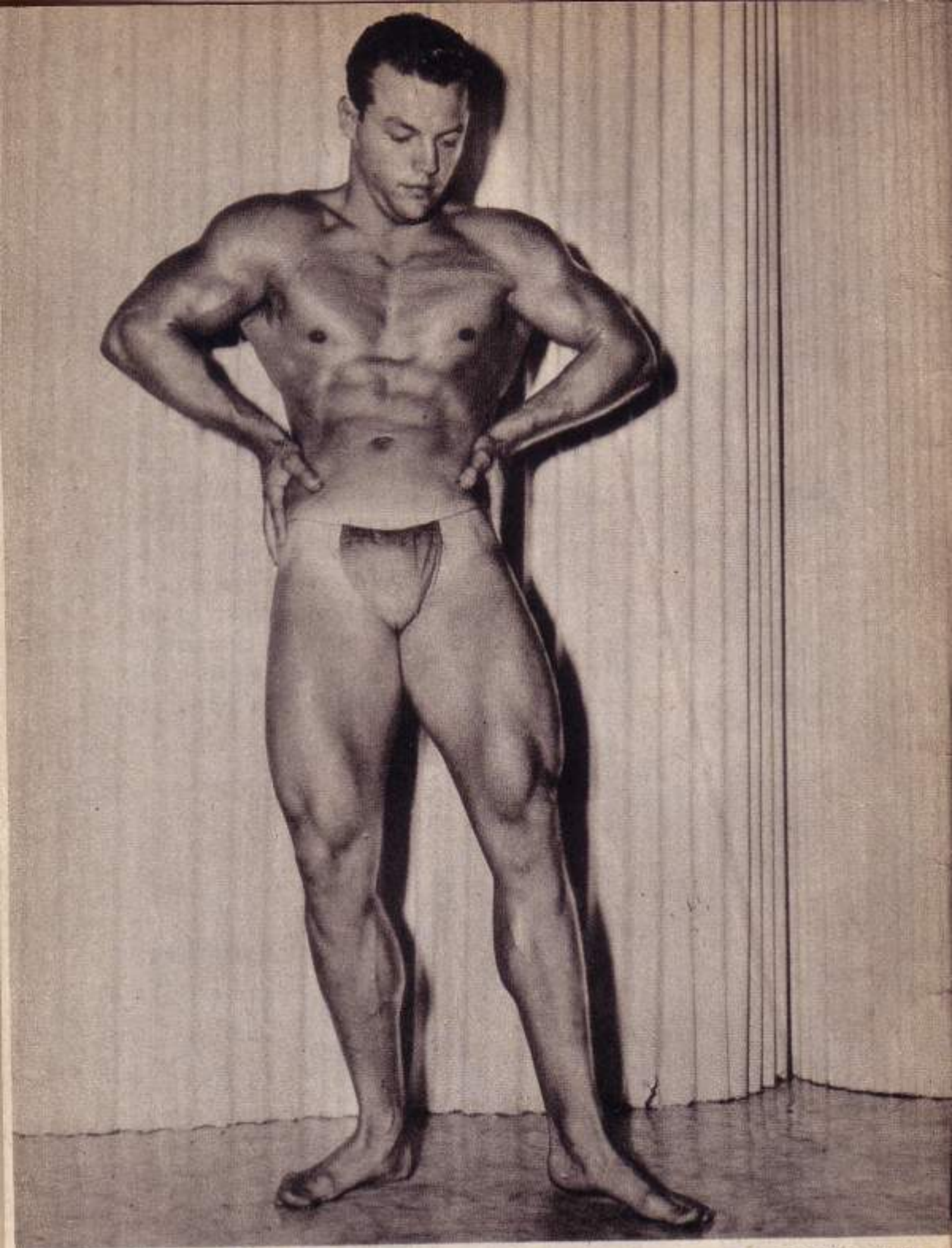
american adonis

In the opinion of David Willoughby, renowned authority on anthropometry, the American ideal of the body beautiful is a man 5'10" tall, weighing 170 pounds. He arrives at this conclusion after exhaustive study of our hybrid trend toward greater height and muscle density, occasioned by the fact that the United States has become known as the "great melting pot of the races".

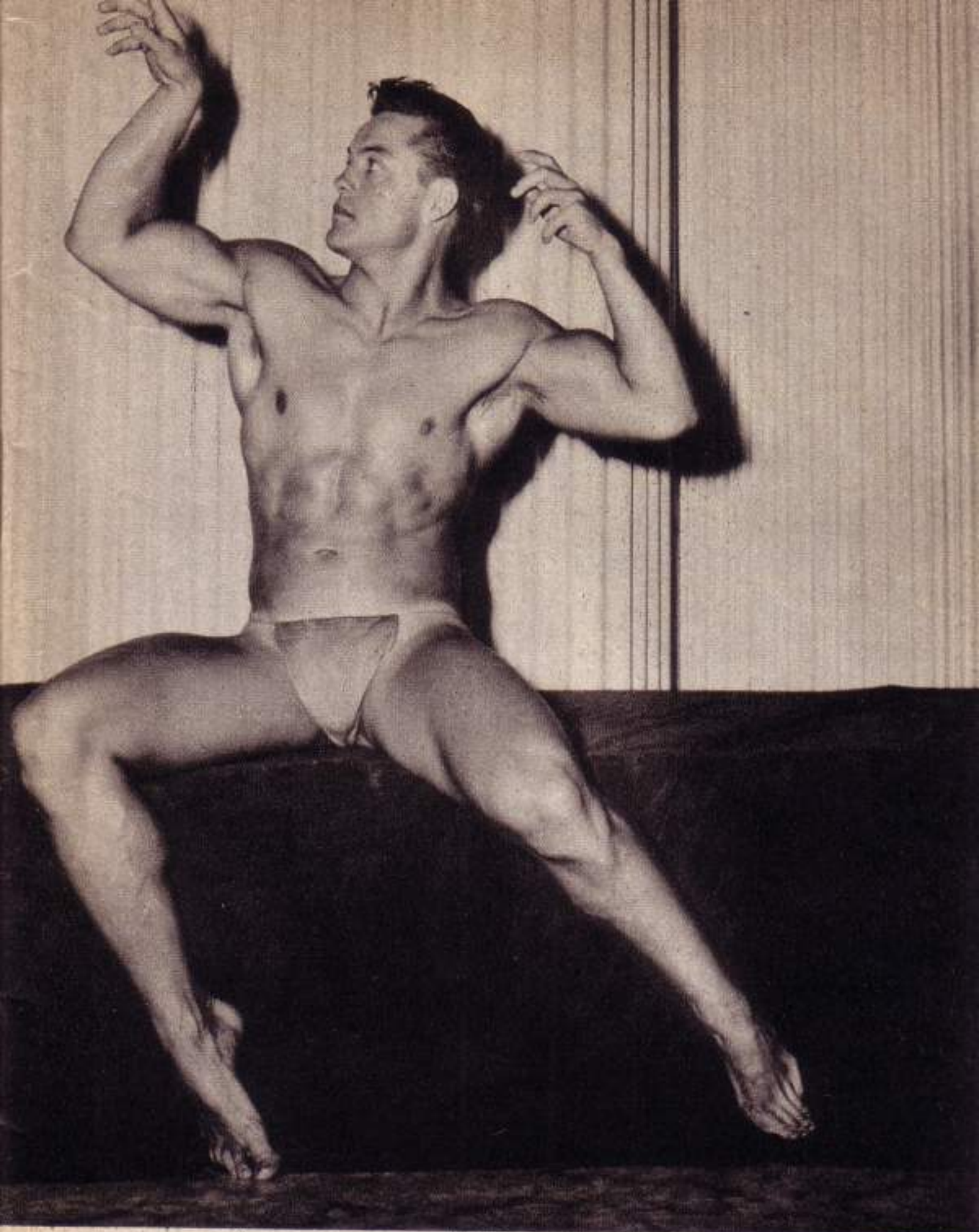
Willoughby believed that each country because of its single blood strain tended to beget men of somewhat similar stature and physical characteristics (the Nordic of the tall, spare (*Continued on page* 52)



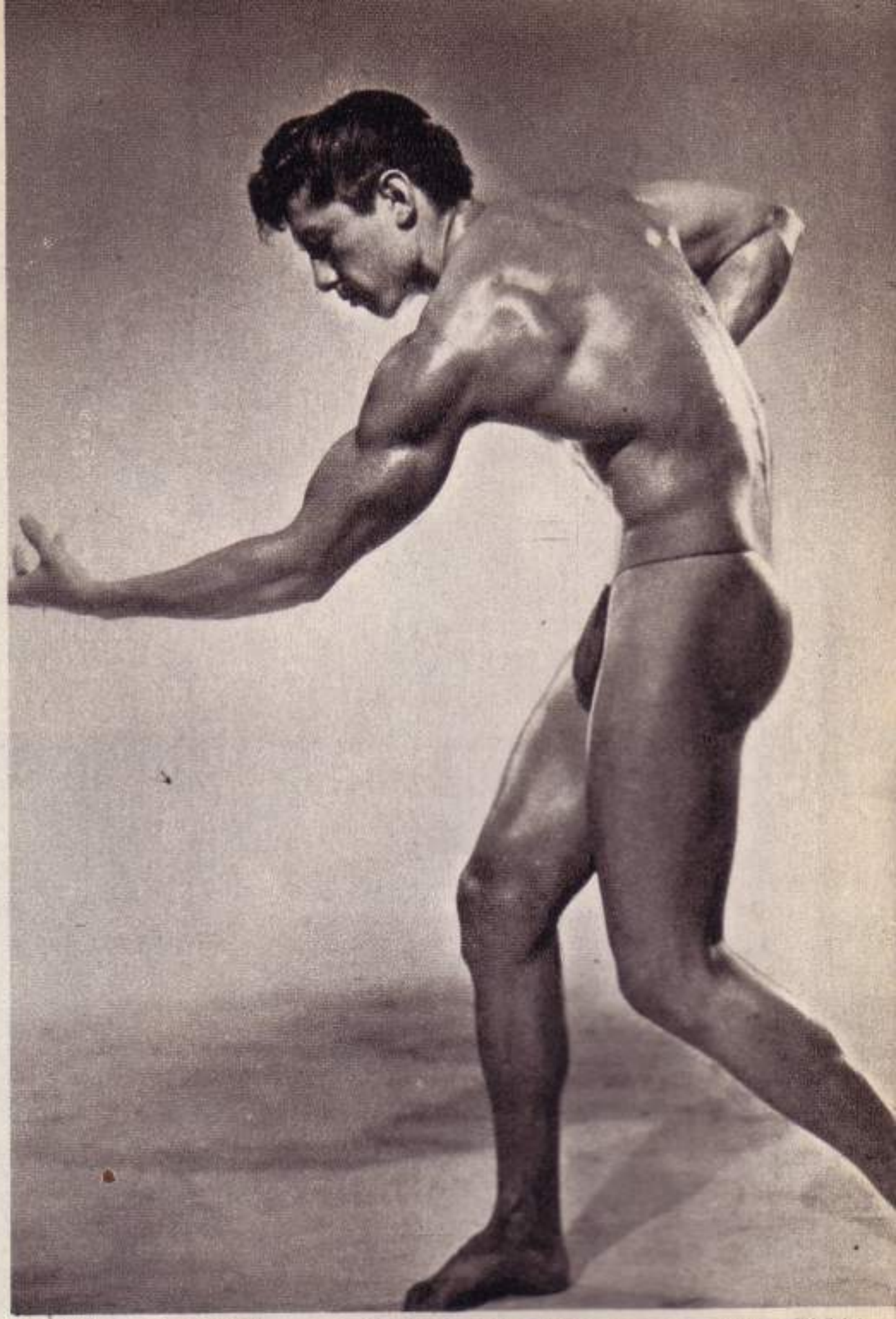
a harmony of compact bulk and flowing symmetry



HUGH TYPIFIES THE "NEW-LOOK" IN AMERICAN PHYSIQUES

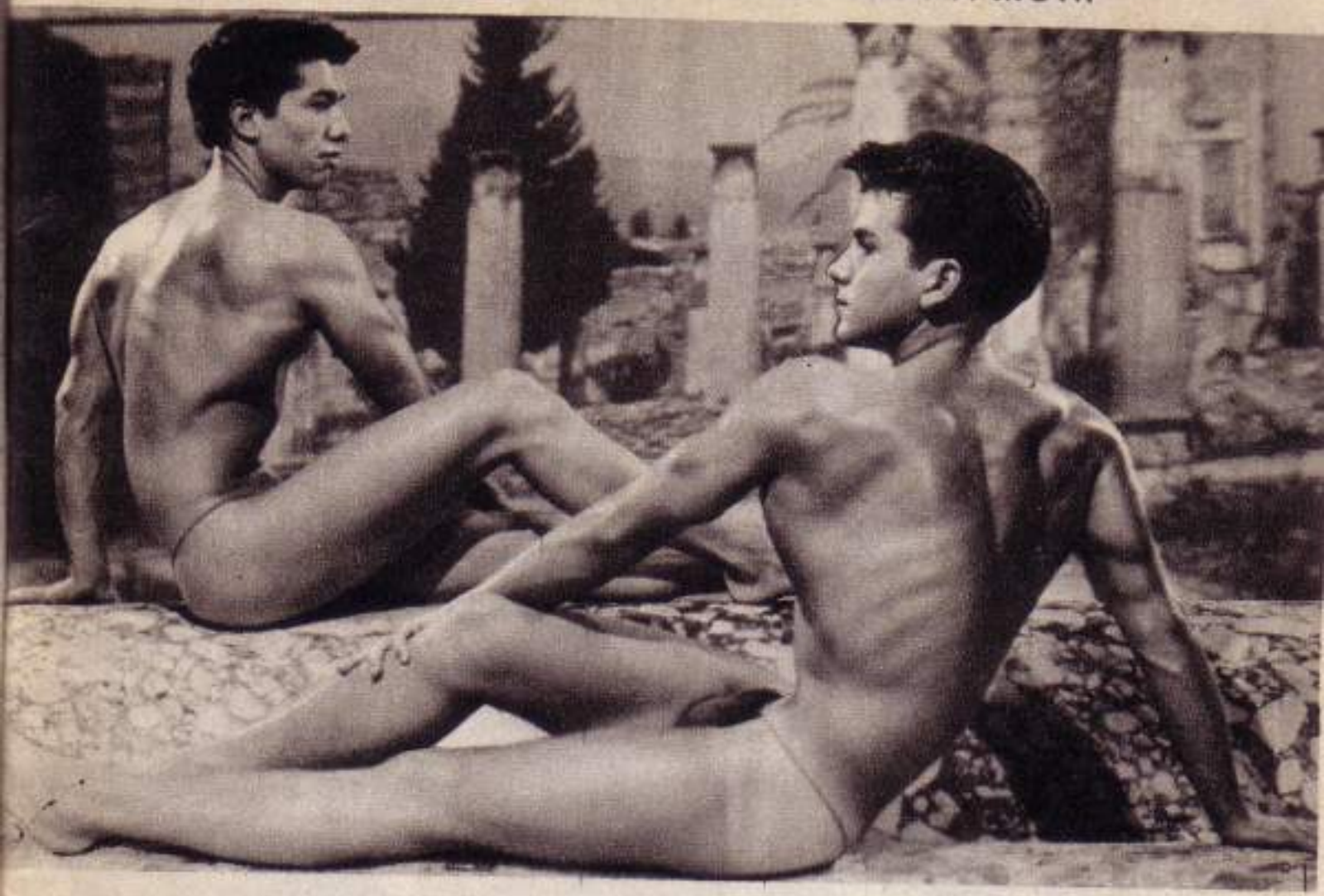


HUGH PENDLETON — AMERICAN ADONIS



TONY CHERRONE — A STUDY IN LINE AND PROPORTION

TONY AND DON EXPRESS A GRECIAN MOTIF

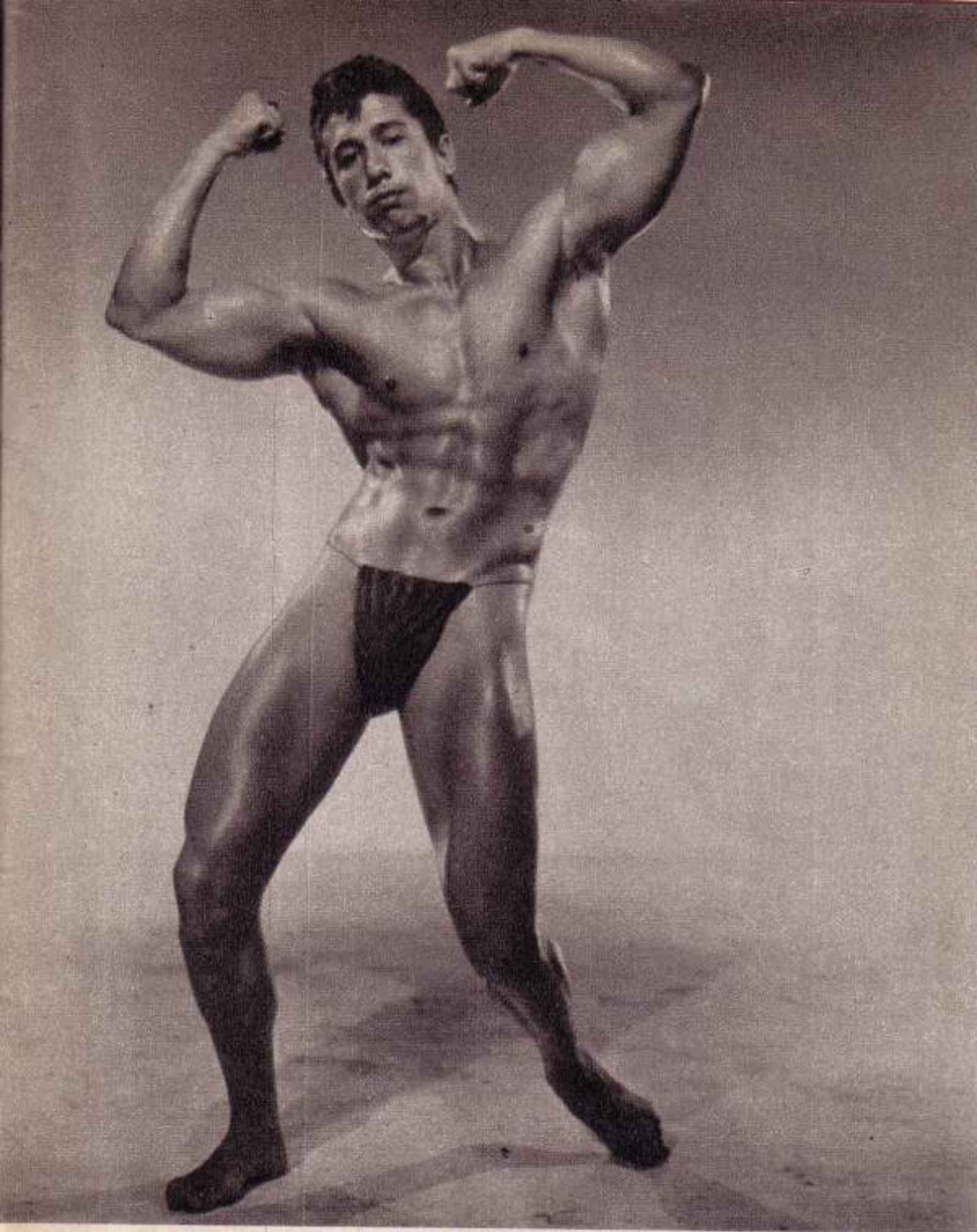


half past teen

The rise and continued interest in physical culture today is due in large part to the contribution of fine physique photography which has inspired bodybuilders the world over to greater heights through the visual records of the personal achievements of others.

Although most published photographs deal with the "post-graduate" musculature of our established stars and mature physical "greats", it is important that youth must have its day. The sincere teen-age bodybuilder who has spent many months of diligent work in developing his body needs just this kind of pictorial encouragement lest he feel neglected, unappreciated, and ready to chuck (*Continued on page* 44)

DON AND TONY AS A MODERN "DAMON AND PYTHIAS"



TONY REFLECTS THE ADOLESCENT'S NATURAL GRACE

ART POWERS by Warner

The beauty of Art's physique makes a vivid contrast to the stark California sagegrass

more power to POWERS

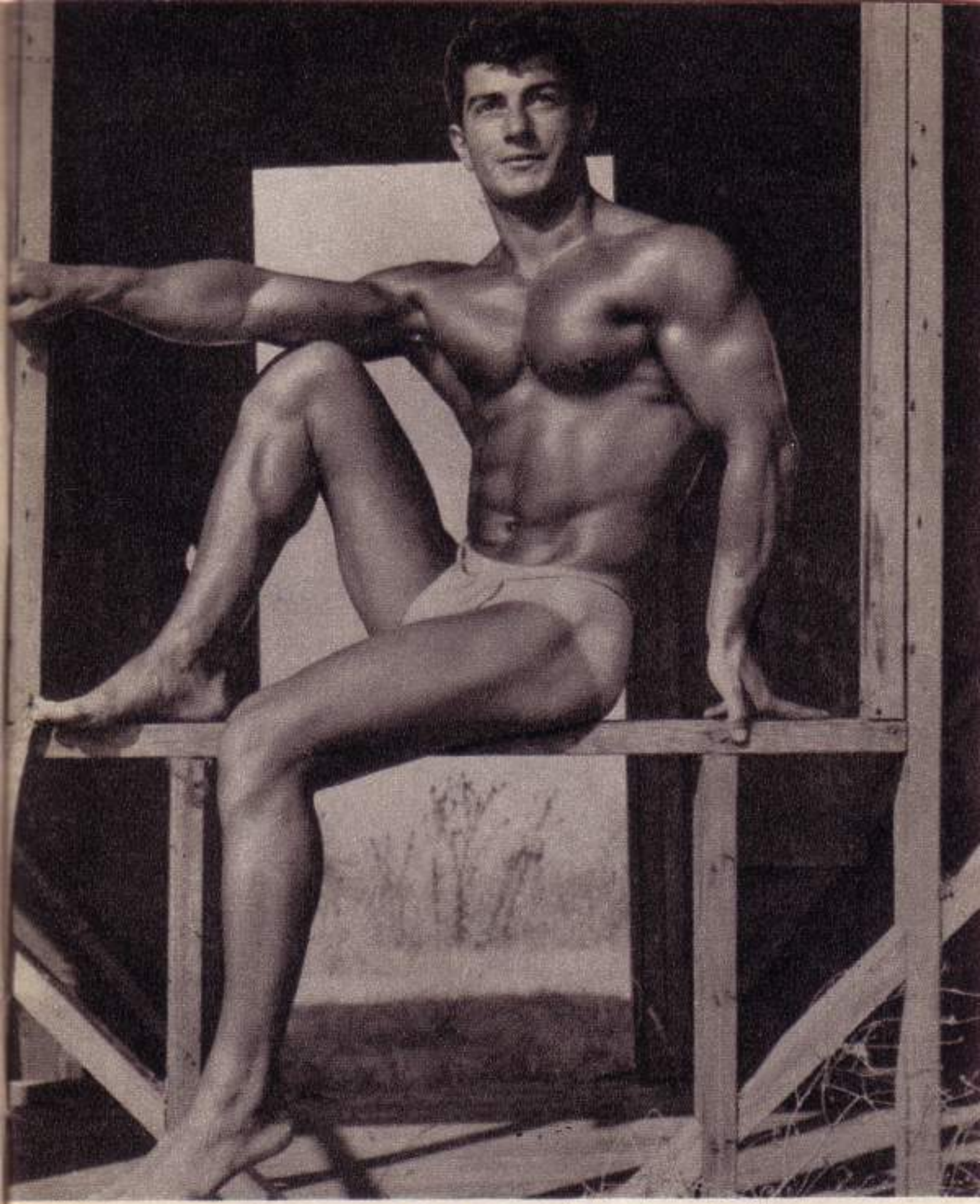
When Clarence Ross won the Mr. America title in 1945, he set about opening a health studio near his home in Alameda, California. Since the day he threw open the doors of his gymnasium a steady stream of perfect men have been developed there.

Not the least of these is a young man in his twenties whose photographs you will invariably run across monthly in some physique magazine. Art Powers is the name of this unusual bodybuilder and he is a worthy addition to any gallery of fine photography.

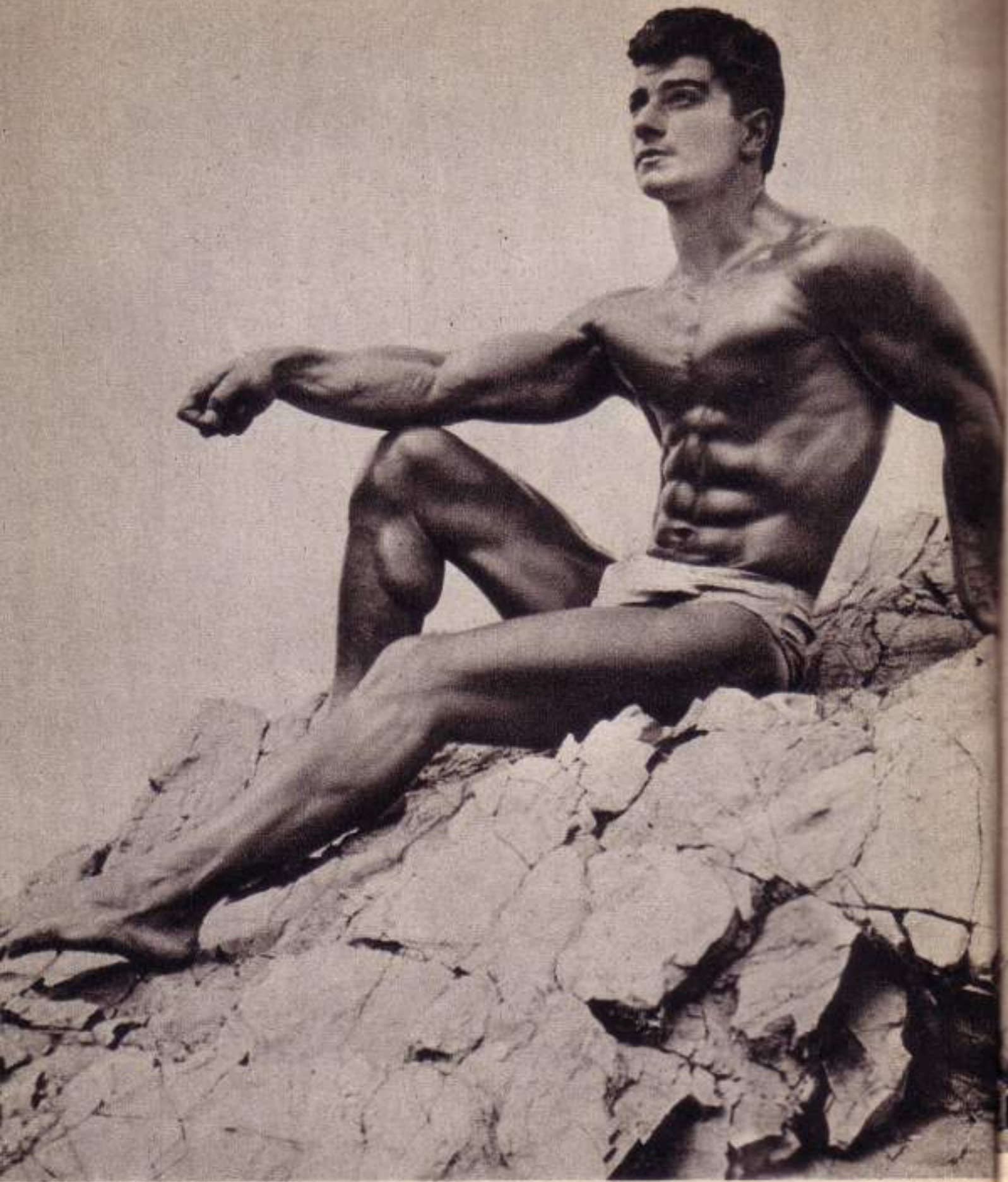
Clarence Ross has been not only his trainer, but his friend and posing compatriot. Since Ross himself is one of the world's greatest poseurs it is only natural that a little of his genius would rub off on Art.

As you will note from the

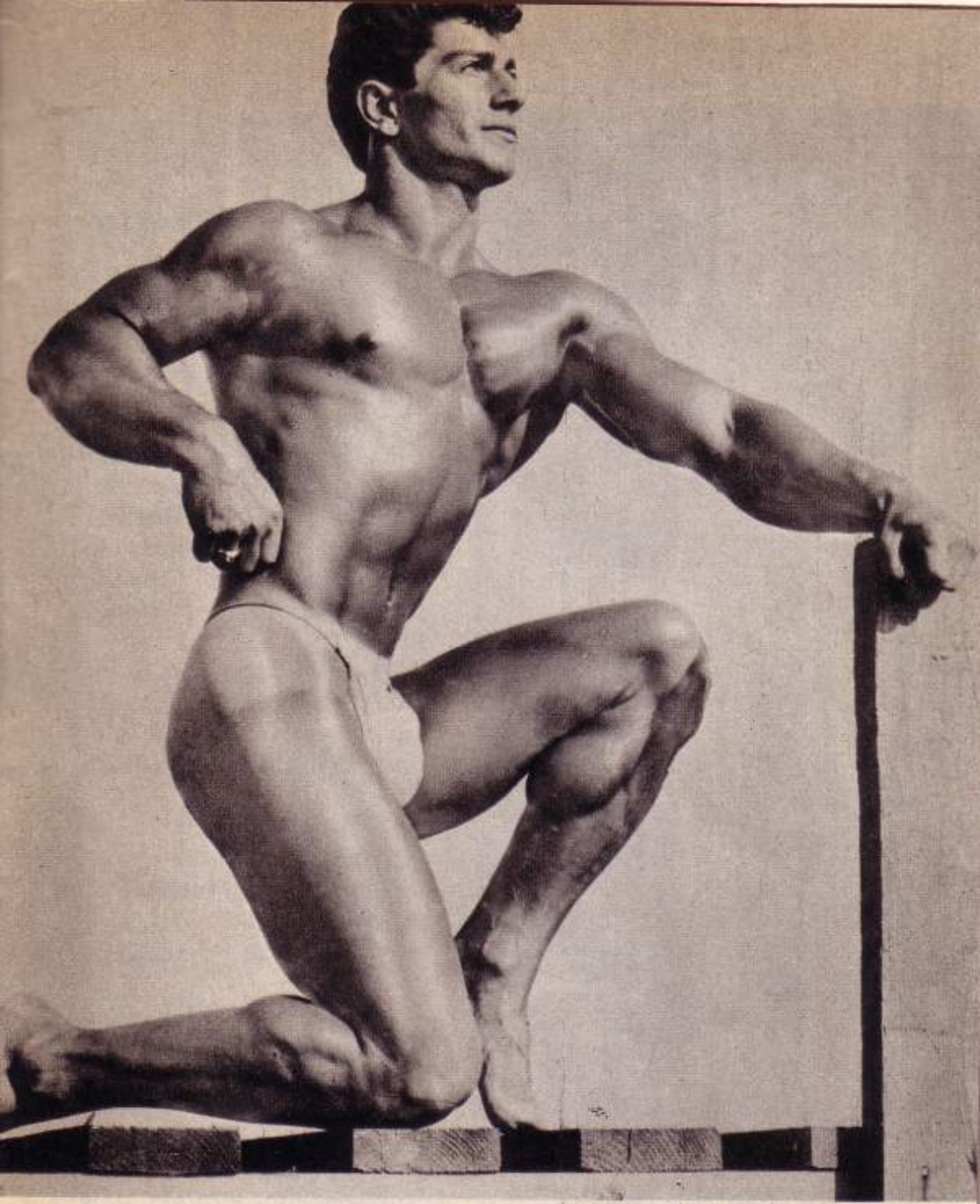
(*Continued on page* 46)



Art, bemused in a pastoral setting



A study in muscle delineation . . . by Warner



A golden bronzed follower of the sun

JOE POCZA
DISPLAYS HIS TROPHY
Lanza

Saluting Mr. Canada

and company

Ranking next in popular interest to our own Mr. America contest is that annual exhibition devoted to the selection of Canada's most perfectly developed men.

In contradistinction to the American plan, the Canadian contest is divided into four divisions from which are selected

Senior Mr. Canada
Junior Mr. Canada
Senior Most Muscular Man
Junior Most Muscular Man

During the past few years we have seen an exciting parade of superior Canadian physiques . . . such superbly built men as Leo Robert, Billy Hill, Allan Paivio, Ed Theriault, to mention only

(*Continued on page* 19)

WINNERS, SENIOR MOST MUSCULAR DIVISION

L. to R.
Lucien Chevrier (2nd),
Marcel Masson (1st),
Ken Towaga (3rd)

WINNERS, JUNIOR MOST MUSCULAR DIVISION

L. to R.
Lucien Labrie (3rd)
Gaston Bernard (1st),
Jean Guy Therrien (2nd)

Mr. Canada Division

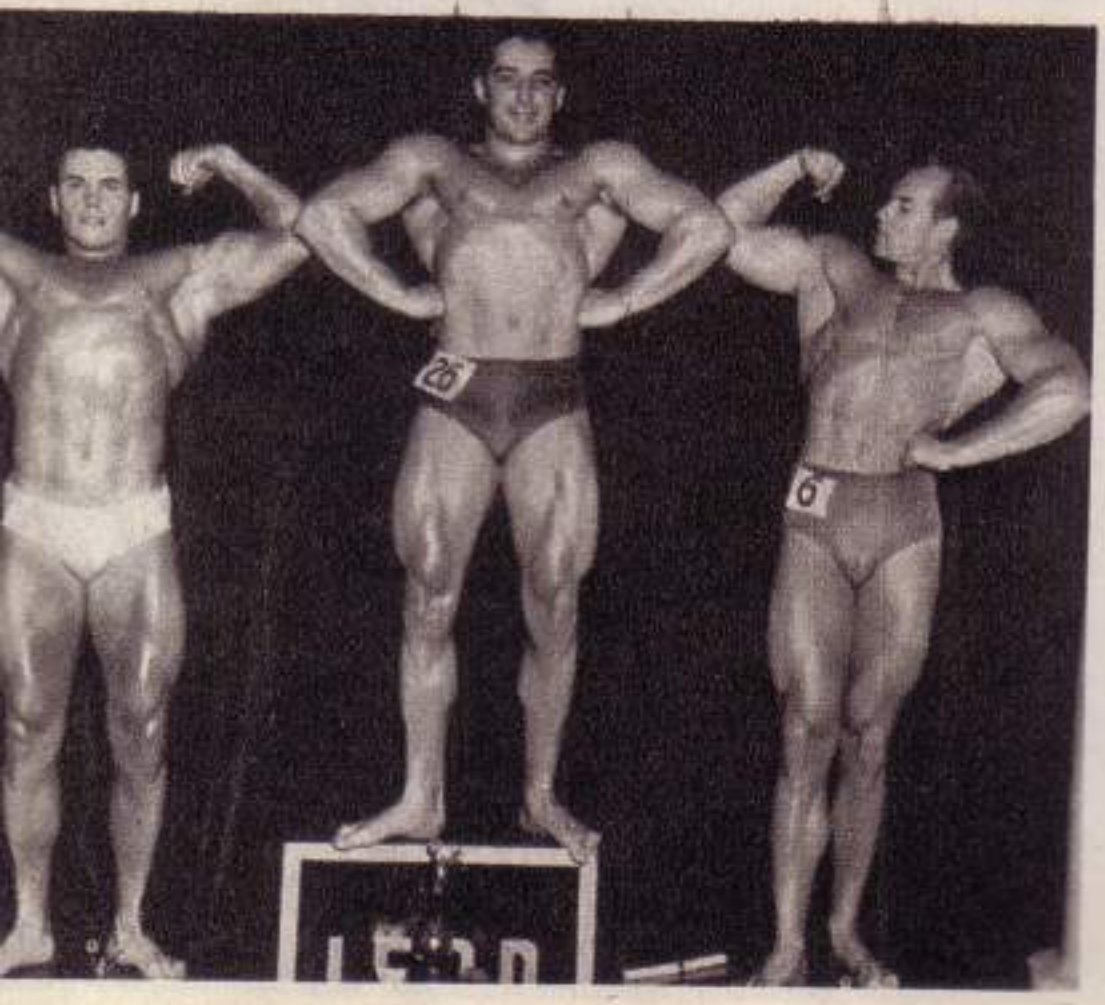
WINNERS, JUNIOR MR. CANADA

L. to R.

Clement Desjardins (3rd),

Yvon & Pierre Brunet (equal firsts),

Jean Brunelle (3rd)



WINNERS, SENIOR MR. CANADA

L. to R.

Guy Higgins (2nd),

Joe Pocza (1st),

Toure Larsen (3rd).

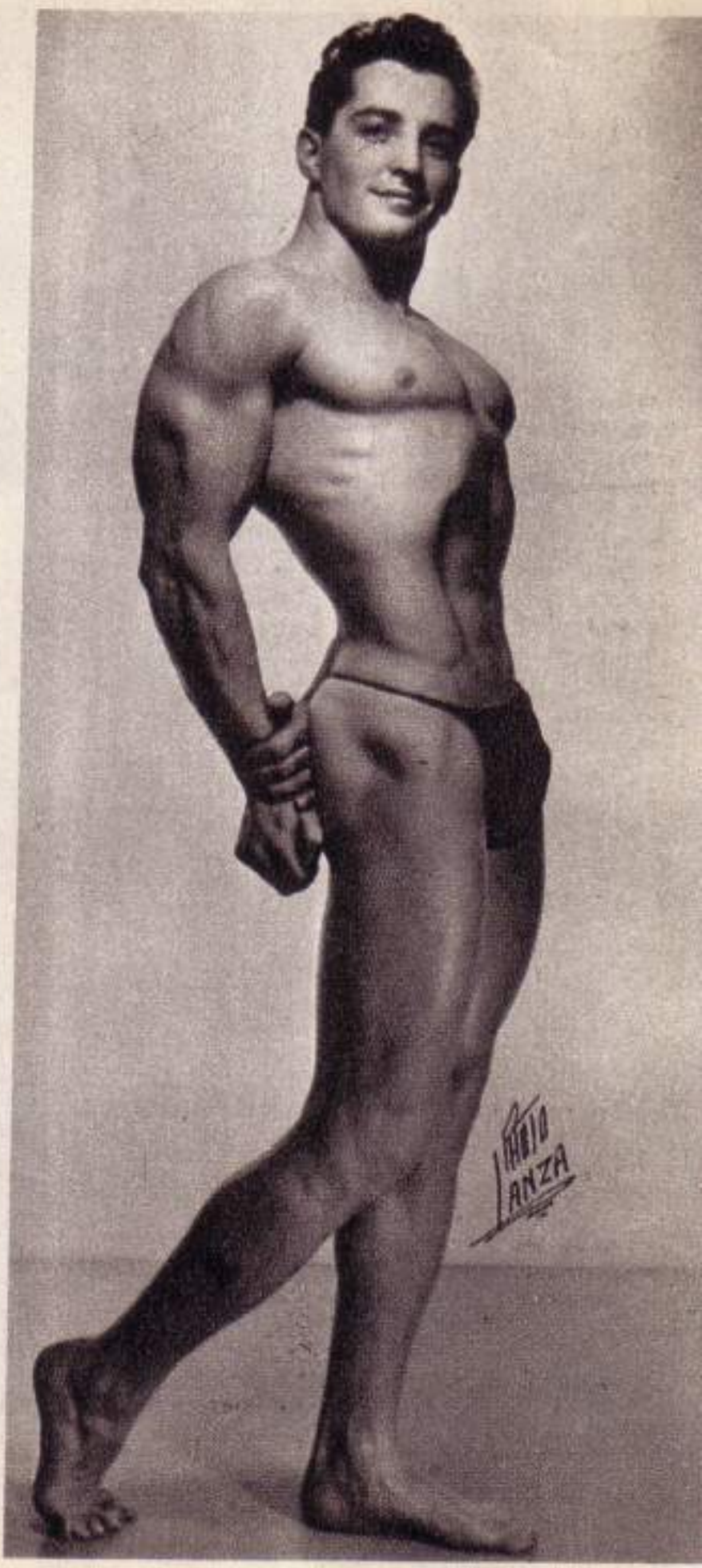
(*Continued from page* 16)
a few . . . that to win any of the above titles is a praiseworthy honor, increasingly more difficult of achievement.

One of the most unusual features of this collective contest is that there were *five* first-place positions. This was brought about by the fact that in the Junior Mr. Canada division, twin brothers, Yvon and Pierre Brunet tied for first place and "split" the trophy.

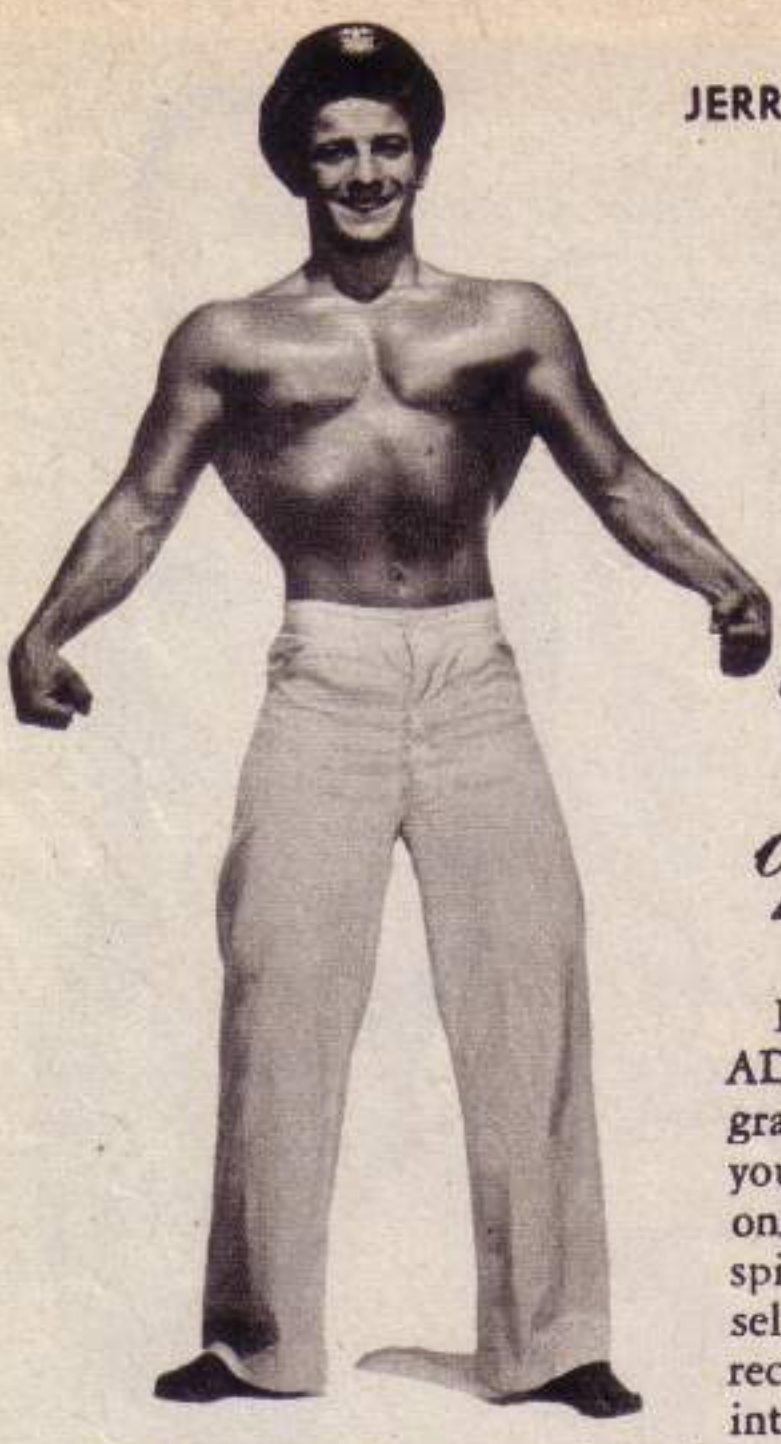
In the Junior Most Muscular Man section, Gaston Bernard, of Quebec City was the winner. Many New Yorkers remember Gaston well from his visit here two summers ago when he trained at Abe Goldberg's Gym.

In the Senior Most Muscular Man contest Marcel Masson and Lucien Chevrier battled to a photo-finish Marcel crashing through the tape by a breath.

For the *pièce de résistance*
(*Continued on page* 50)



JOE POCZA by Lanza
A display of suppleness and natural grace



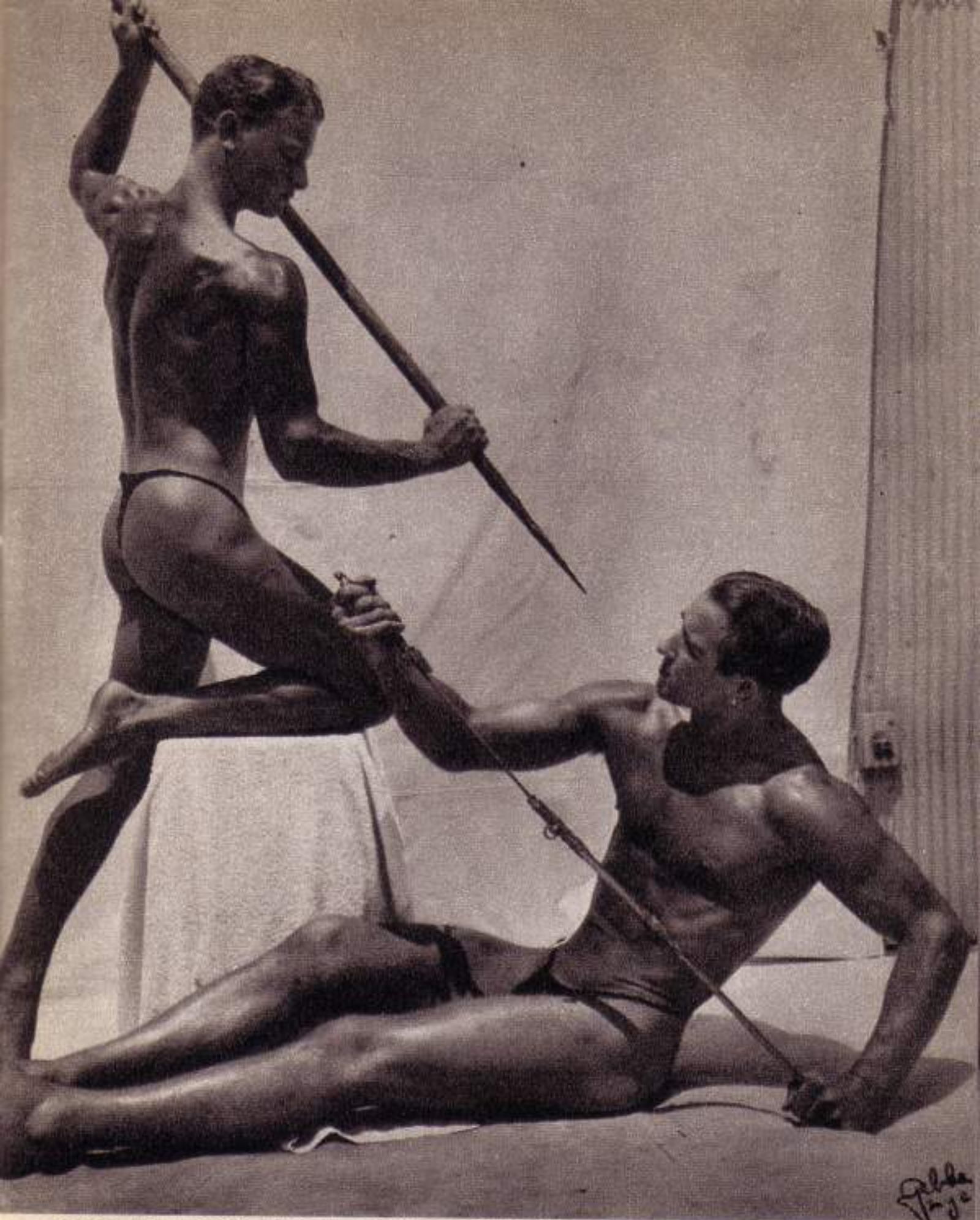
JERRY RISKIN by Warner
Natty, nautical natator with a naughtily nautical smile

New Faces of the Year

It is always a pleasure for ADONIS to give a photographic preview of rising young bodybuilders . . . not only for the personal inspiration which they themselves find in this public record, but in the heightened interest the whole field of bodybuilding feels in seeing the progress made by their younger compatriots.

It is generally impossible to devote an entire gallery to these newcomers, because there are just not enough of them who have mastered the art of posing to such an extent as to be photographically newsworthy each month. But in this issue you will find a good many new faces . . . and a good many fine new poses by some of our better-known and still-improving bodybuilders.

Come with us through our gallery of new faces and new poses, all of which you will find interesting and perhaps inspirational as well.



TWO BRAWNY, BRONZED BROOKLYN BODYBUILDERS **Gebbe**

Arthur Gold (standing) and John Telesmanic

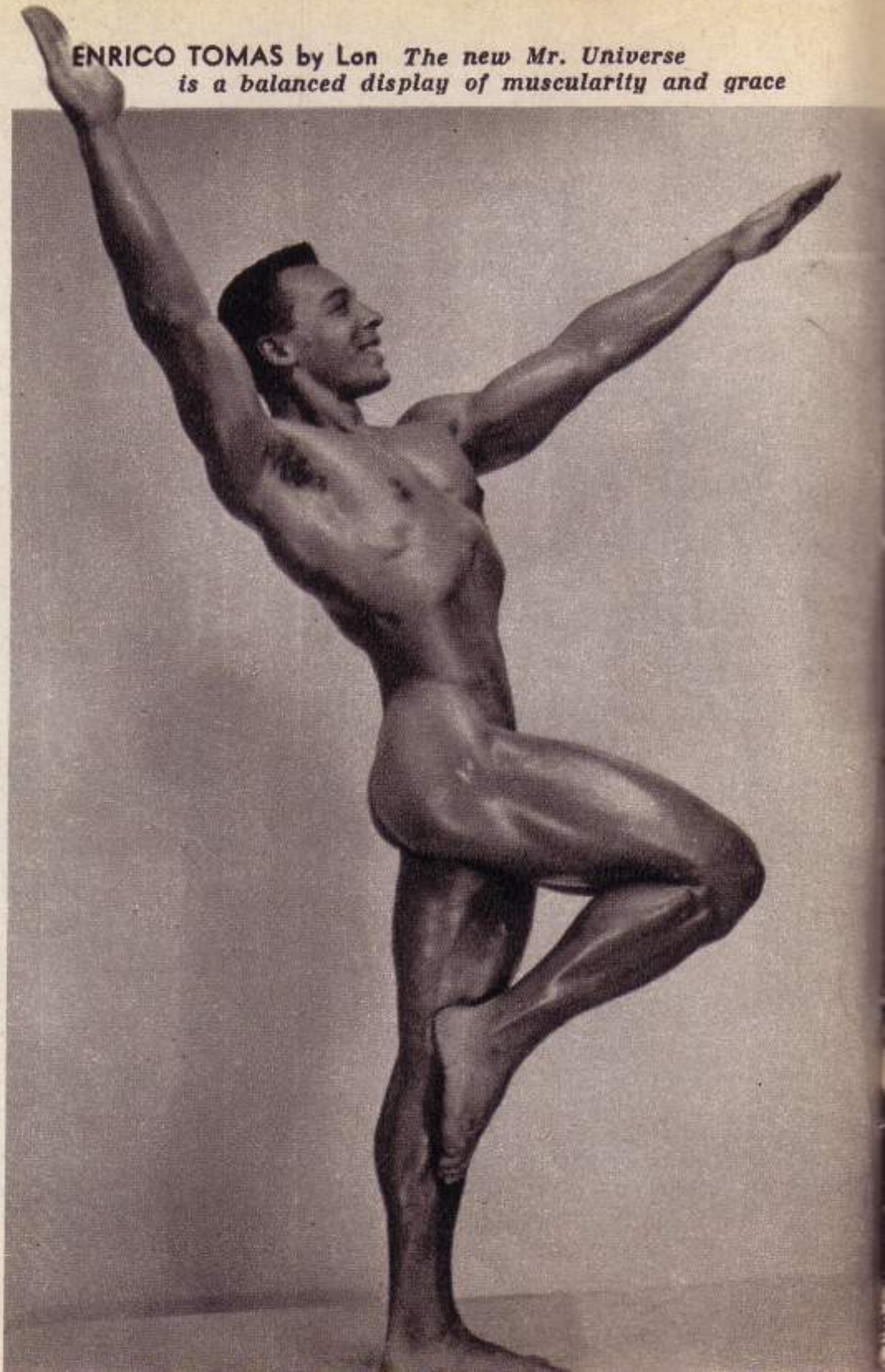
RAY VEGA
by Lyle

Here's what a year's training will do for you!

DICK DU BOIS by AMG

The king surveys his domain

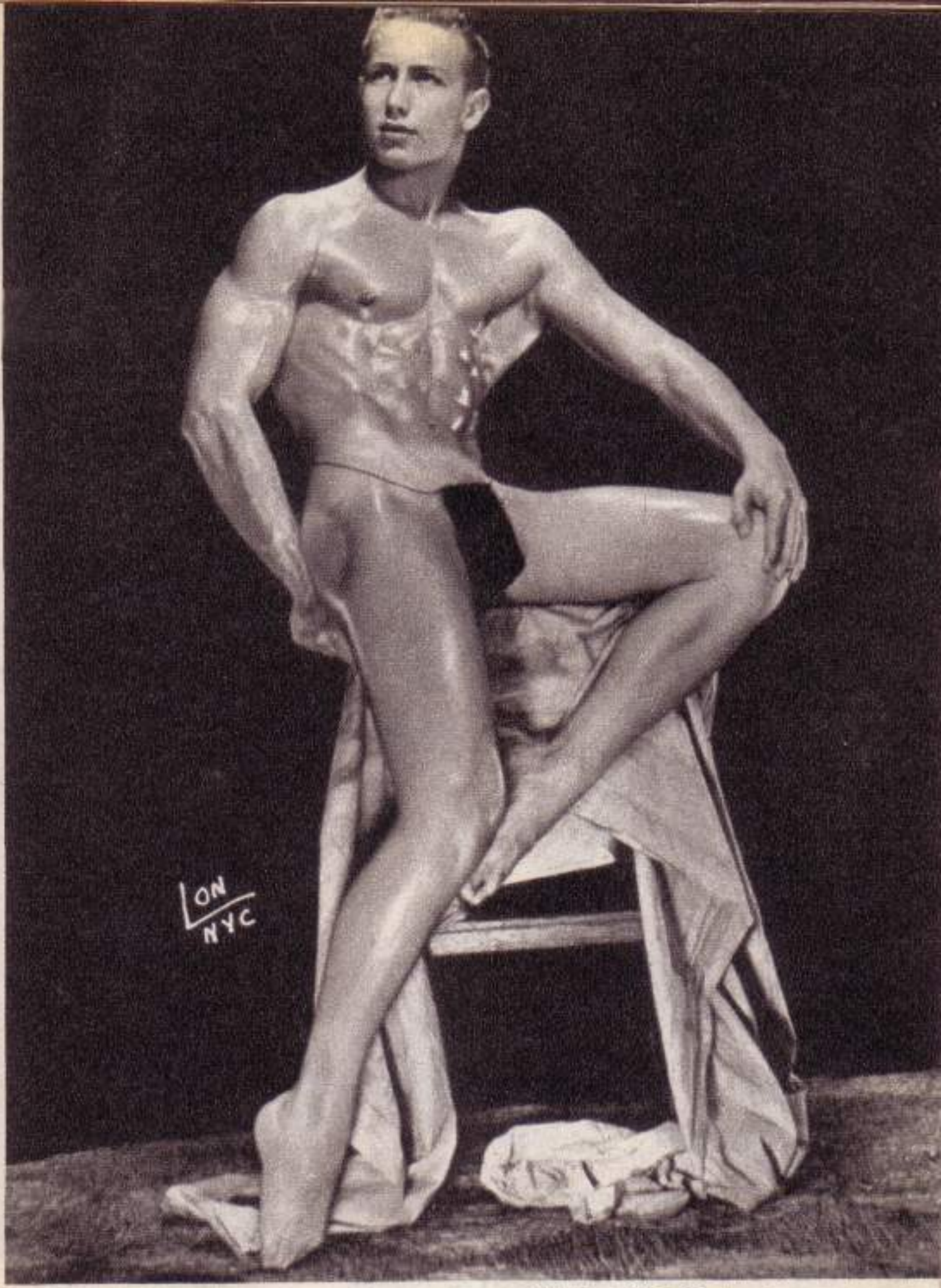
ENRICO TOMAS by Lon *The new Mr. Universe is a balanced display of muscularity and grace*



BACK TO NATURE Bruce

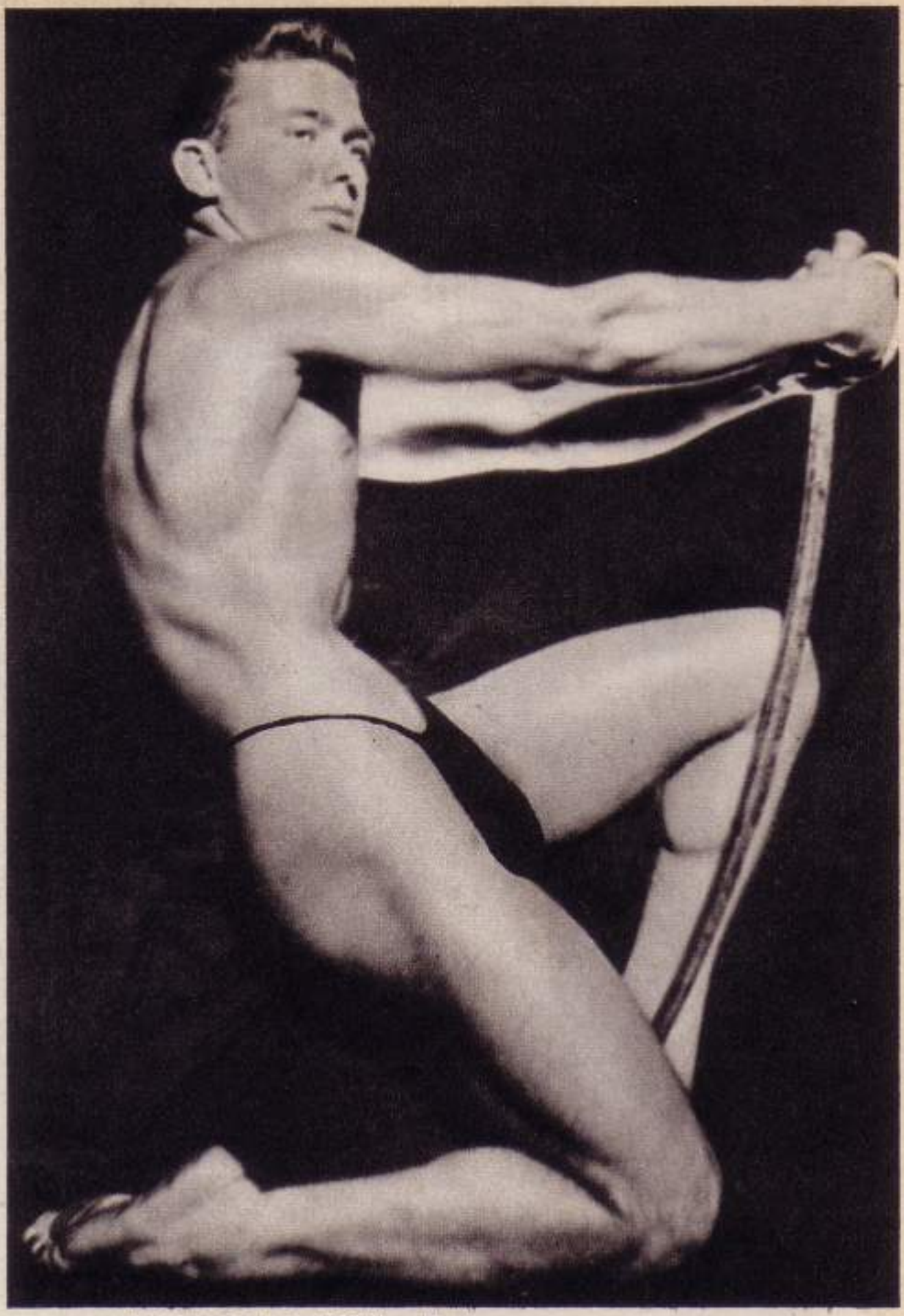
Sam Stall (facing) and friend in a pastoral California setting

RAUL PACHECO by Lon
An unusually graceful pose by the unusually graceful Raul

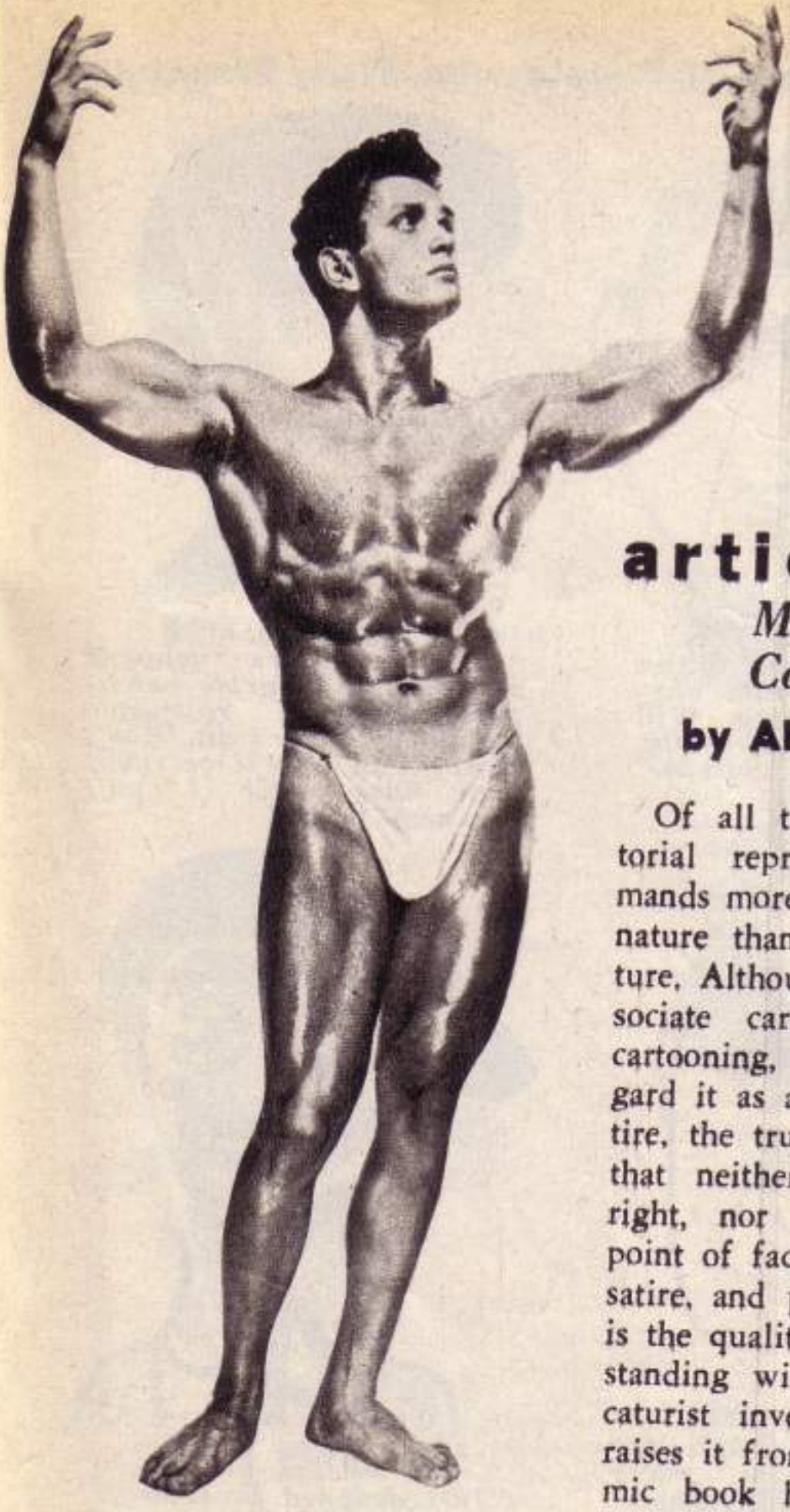


ALAN BARRY by Lon

Alan displays his fine torso development



LARRY GARZIERI by Forbes
A study in curve and plane



ARTIE ZELLER
Master of Caricature

artie Zeller

Master of Caricature

by Abe Goldberg

Of all the branches of pictorial reproduction none demands more insight into human nature than the art of caricature. Although many people associate caricature with mere cartooning, and still others regard it as a kind of biting satire, the truth of the matter is that neither group is wholly right, nor wholly wrong. In point of fact, caricature is part satire, and part cartoon, but it is the quality of human understanding with which the caricaturist invests his work that raises it from the status of comic book humor to its true posi- (*Continued on page* 60)

Artie's Conception of People who Visit, Frequent or

KNOW-IT-ALL-TYPE

"Been to the coast twelve times. Can't tell him anything about training. Will talk to monsters only. Has 11 1/2 inch biceps."

HOODLUM TYPE

"Usually wears leopard skin vest and purple patch-pocket pants . . . shirt collar always turned up. 'Don't worry . . . you'll get your gym dues after I pull my next job!'."

ANNOYING TYPE

"Ruins your workout the minute you begin. Never exercises . . . talks incessantly and asks questions like 'Do you think toe-raises develop the calves?'."

ARTIST TYPE

"Just dropped in to search for a handsome young model. Has absolutely no money 'but what art we can create together, m'sieu!' "

Workout in the Many Gyms Throughout the Country

SELF-CONSCIOUS TYPE
"Just joined . . . looks around furtively to see if anyone noticed that he stumbled over a dumbbell."

BULL TYPE
"Walks in and impresses everyone with his thick look. Claims to play football for his college. Gets undressed . . . has absolutely nothing. Usually wears 4 or 5 sweaters."

CELEBRITY TYPE
"Thinks he's famous personality. Wonders why you didn't recognize him immediately. 'Haven't you seen my latest film?' Hums continually an aria from La Boheme *in a nasal boy-soprano."*

HERO WORSHIPPER TYPE
"Just thinks Dominic Juliano is the greatest thing in muscles. Never exercises himself. Too busy watching his hero. His eyes whirl like a Geiger counter!"

GEORGE PAINE—BUD COUNTS—MALCOLM BRENNER Bruce

Bud wins 1st place in "Best Arms" contest

the man with the baseball biceps

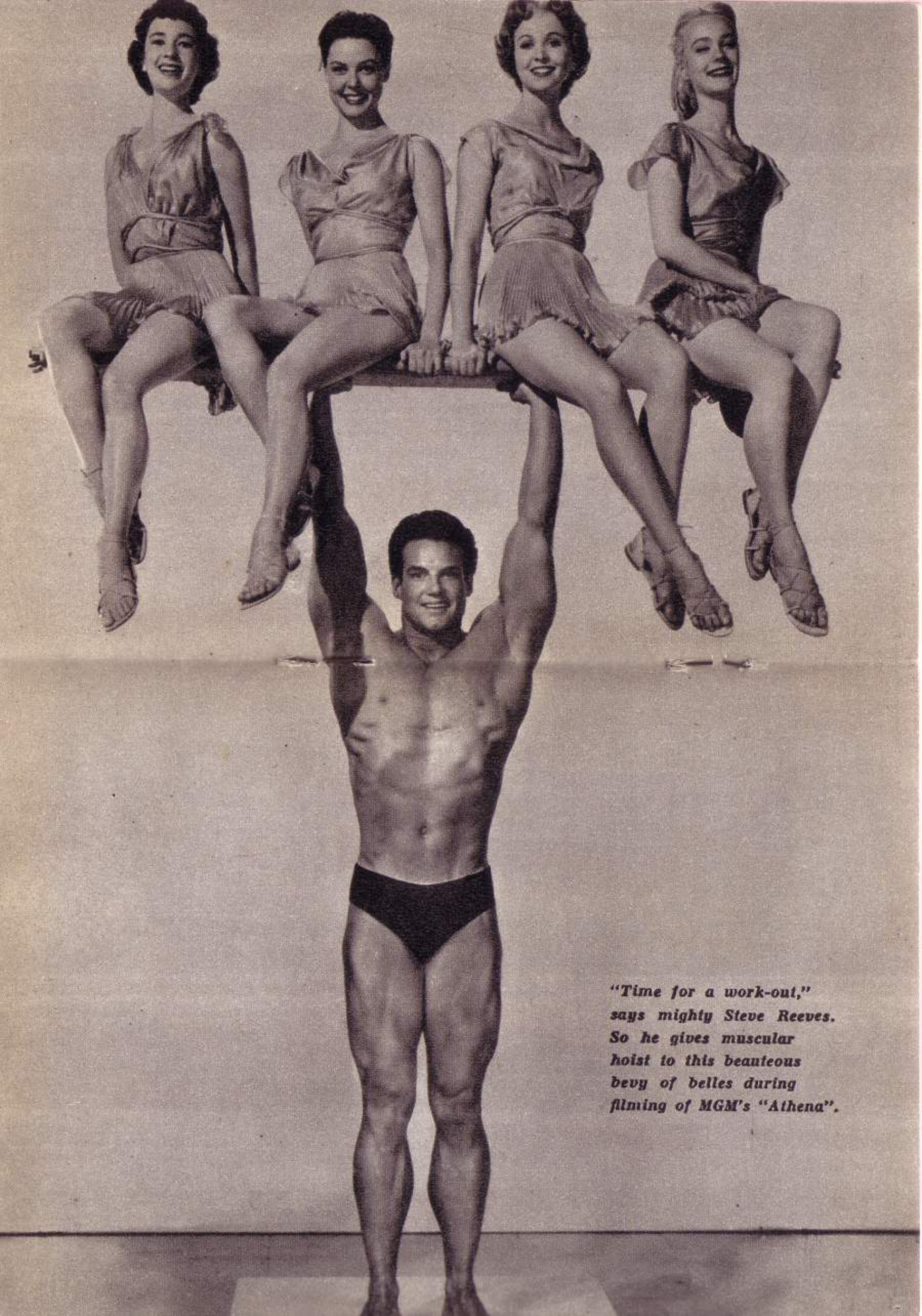
If Irvin Koszewski is the man who has never lost a "best abdominals" contest, much the same can be said "biceps-wise" of Wilbur "Bud" Counts. Although both these stellar athletes have ranked high in Mr. America competition, both have just missed winning the title by that proverbial hair's breadth.

Although Bud has a massive delineated physique, it is to his superbly developed arms that one's attention is immediately drawn. Now in his twenties, Bud is just back from a tour of duty for Uncle Sam. No sooner

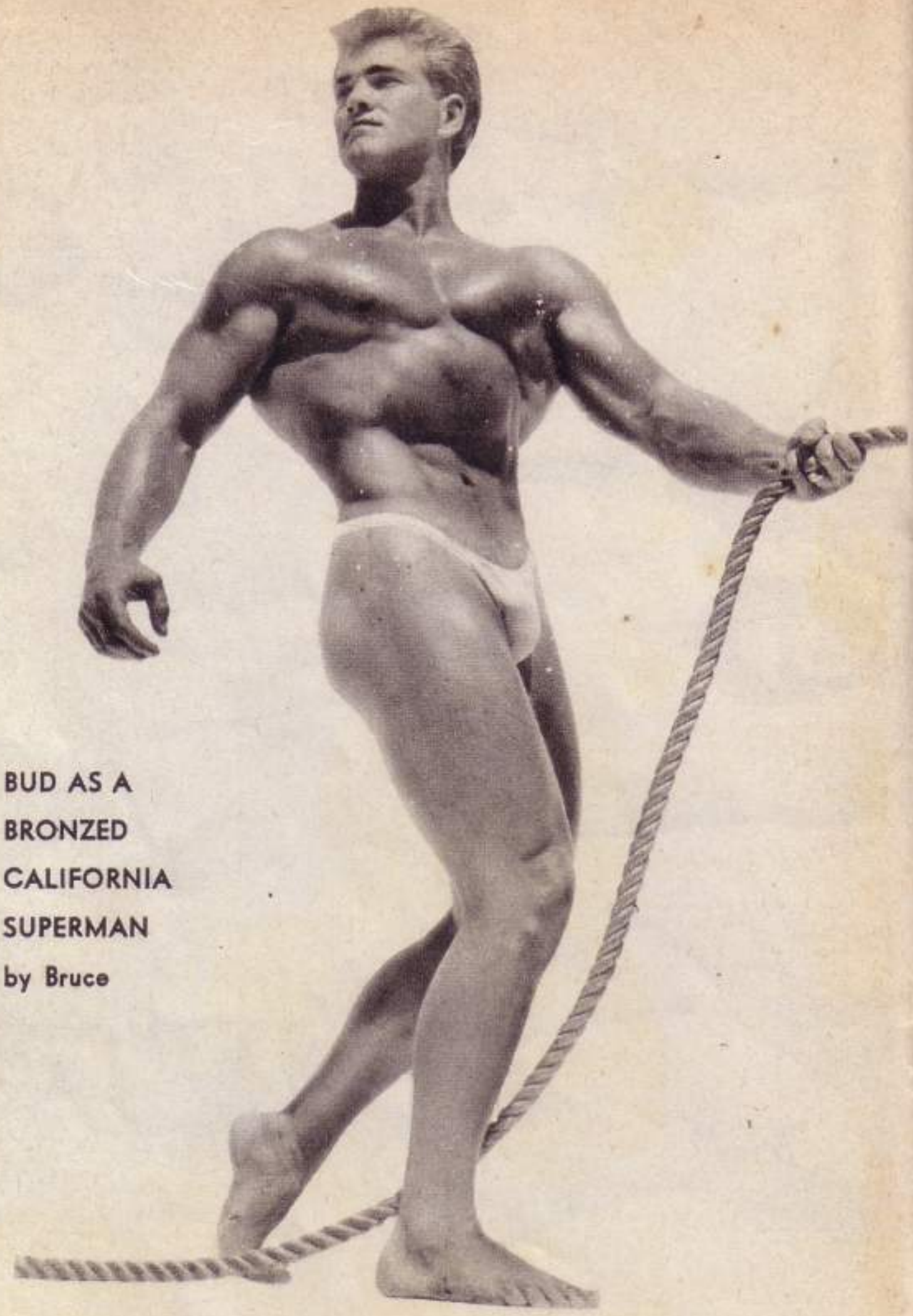
(*Coninued on page* 48)

BUD COUNTS by AMG
Theseus comes to California

More Photos of Bud Counts
on pages 36 - 37 →



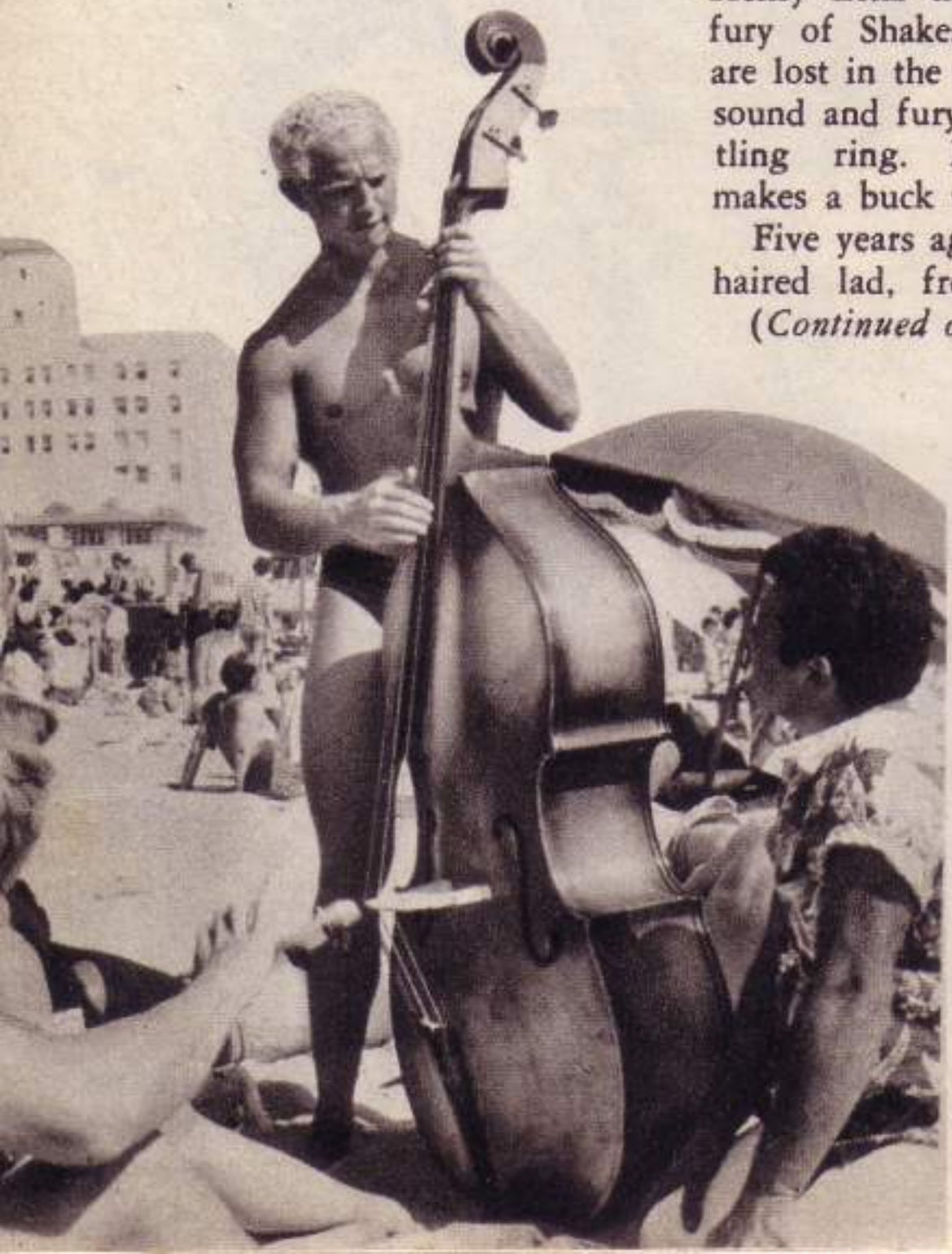
"Time for a work-out," says mighty Steve Reeves. So he gives muscular hoist to this beauteous bevy of belles during filming of MGM's "Athena".



BUD AS A
BRONZED
CALIFORNIA
SUPERMAN
by Bruce

BUD AND FRIEND LOCKED IN PLAYFUL DUEL Bruce

The Body Beautiful is **a brawny bruiser**



Strange indeed are the tides of fortune for those men who reach an eminence as bodybuilders. In the case of such men as Steve Reeves, Ed Fury, and Dick du Bois, both cinema screen and legitimate stage have beckoned with moneyed hands.

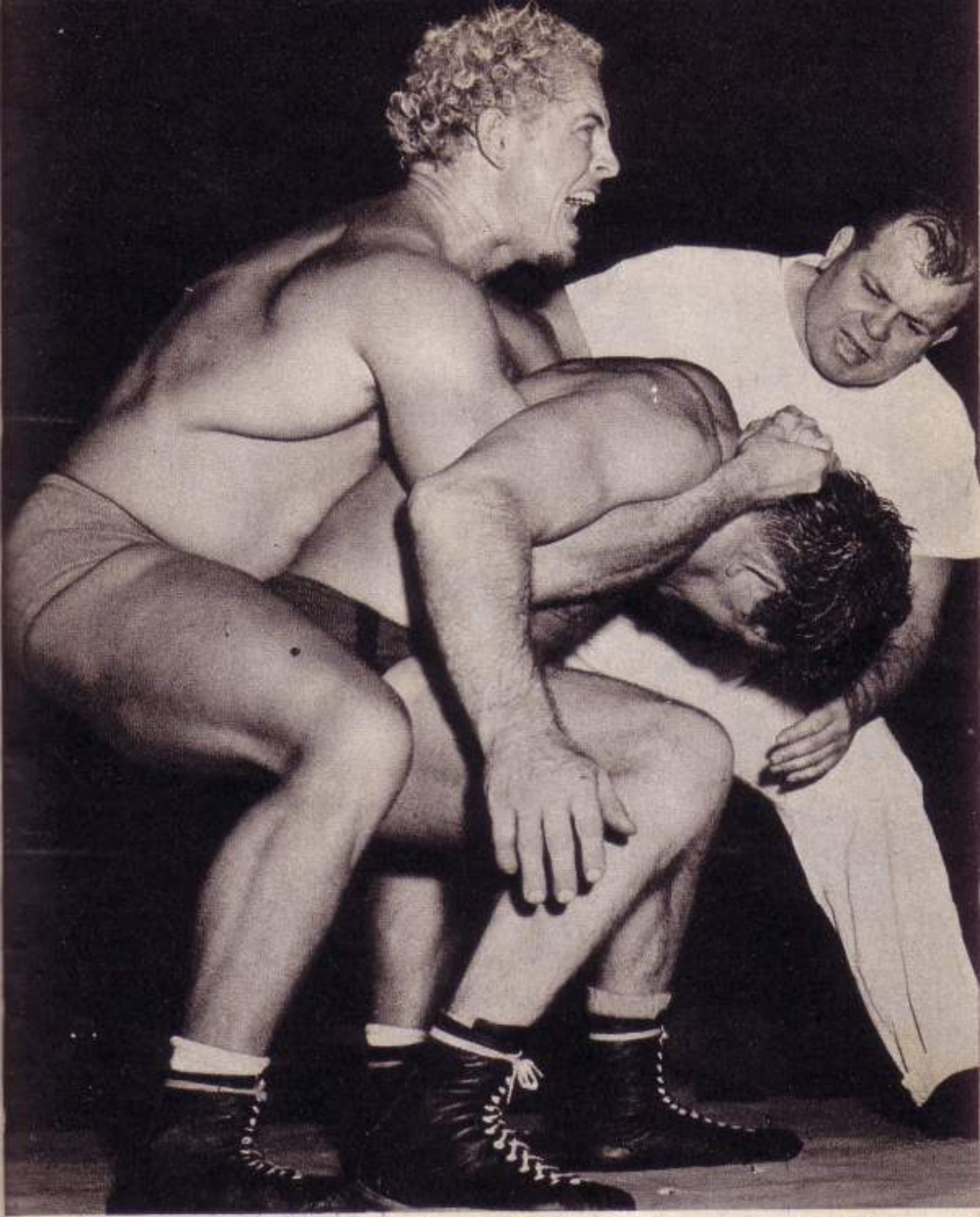
Television has sent out the call for many others, but to a young man named Henry Lenz the sound and fury of Shakespeare's lines are lost in the more realistic sound and fury of the wrestling ring. Henry really makes a buck the hard way.

Five years ago this sunny-haired lad, fresh from the

(*Continued on page* 46)

Golden Boy's Music Soothes the Savage Breast

by Bruce



GOLDEN BOY FELLS HIS FOE WITH A FULL NELSON

MAN BITES MAN . . . *Henry Caught in a Leg Scissors*

operation transformation

by Hal Warner

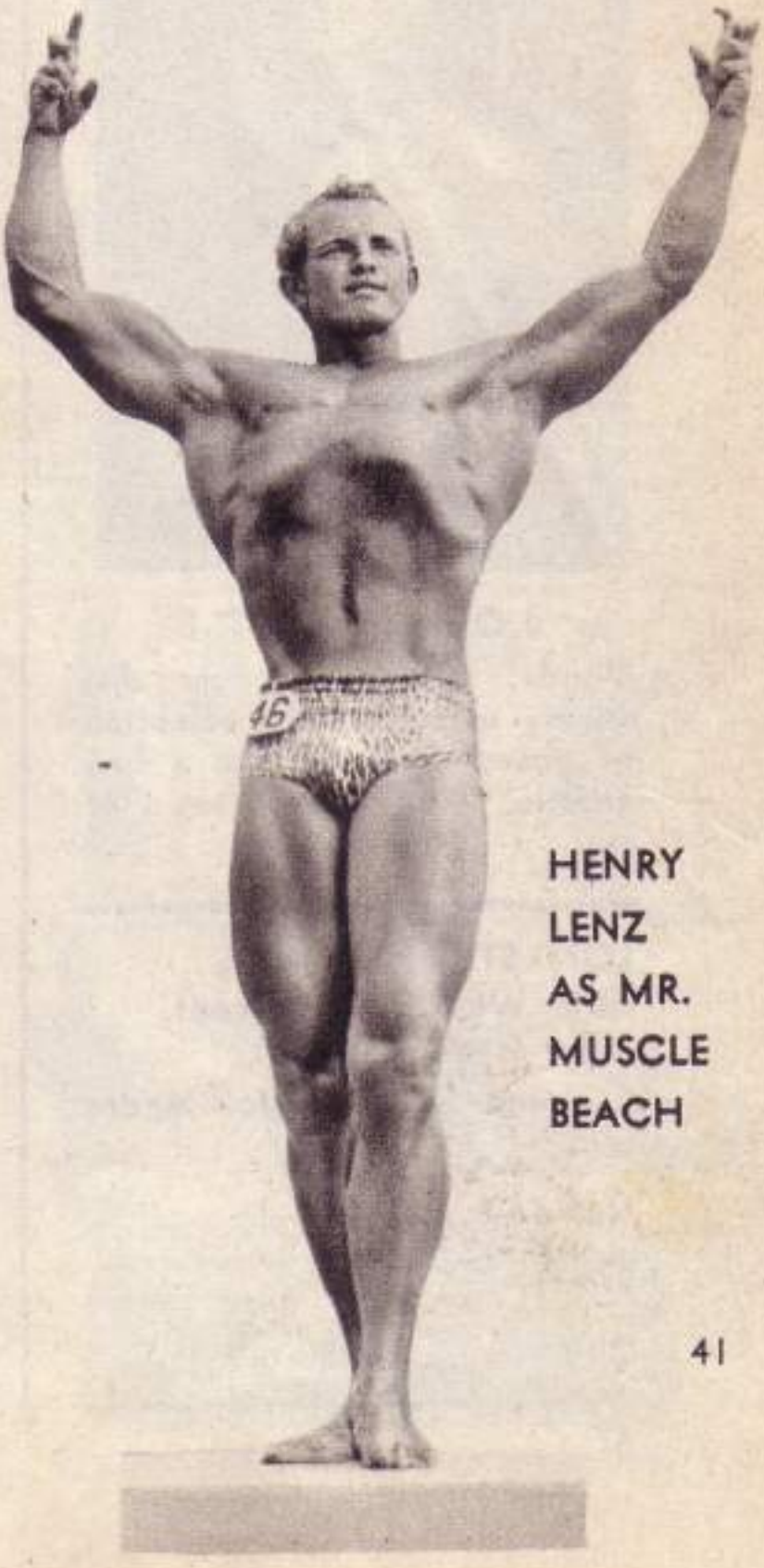
There is nothing so destructive of one's morale as to be daily confronted in the mirror with one's own facial deformities. However, the idea of going through life with a malformed face, merely because nature gave it to you, belongs to the Dark Ages.

I heartily believe in plastic or cosmetic surgery because I have seen lives completely transformed merely by the realigning of an eyebrow, the removal of a wart or mole, or the bobbing of an excessively large nose. We have such artists among our plastic surgeons these days that it is rare indeed to find one who cannot in some way improve on nature herself.

A new impetus was given this surgical art as a result of World War II. So many thousands of mutilated soldiers owe their happier lives to the plastic surgeons who transfigured their wounded features into faces of health and manly beauty.

If you have some feature which seriously upsets the contour and balance of your face let me suggest that you investigate the possibilities

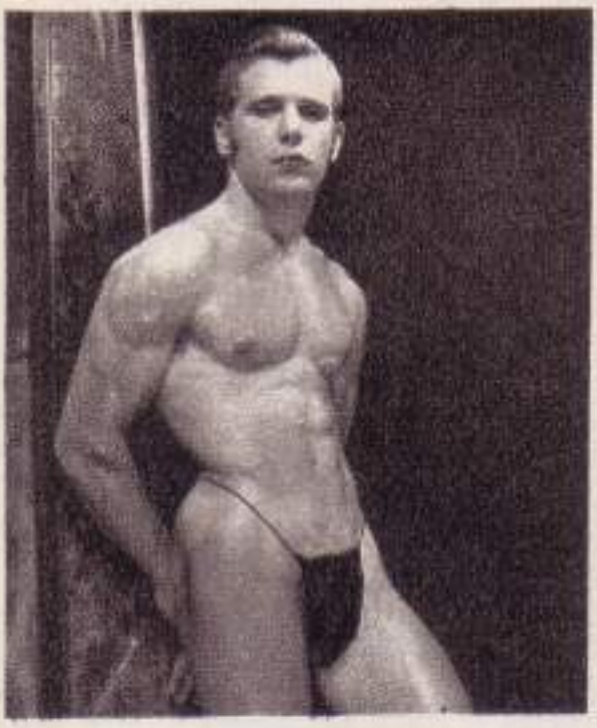
(*Continued on page* 62)



HENRY LENZ AS MR. MUSCLE BEACH

LON

PRESENTS



JON ANDRE

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Editorial

(*Continued from page* 3)

As the poet Omar so dramatically suggests . . . "in the fires of spring, in that magical season when old hopes are rekindled and when new hopes are born . . . when God gives all men another chance to re-create their lives . . . let us fling off the shrouding drapery that hearses dead, dull winter, and fly like the bird of time into a fresh new world."

This is a time of year for personal inventory, for making a determined resolution to improve our bodies, and for a revaluation and enlargement of those standards by which we live. With the bluebird of time already fluttering into springtime flight, let us look once again into the past to assure ourselves that the cornerstones of our physical heritage are still there, and with that solidity of foundation as our bulwark, let us look steadily forward into the transcendent beauty of the future.

S-T-R-E-T-C-H

Your Way To A Super Strong Body This Enjoyable Home Gym Way

- **Builds Big Muscles**
- **Improves Health**
- **Creates Vital Energy**
- **Overcomes Inferiority Complex**

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

1

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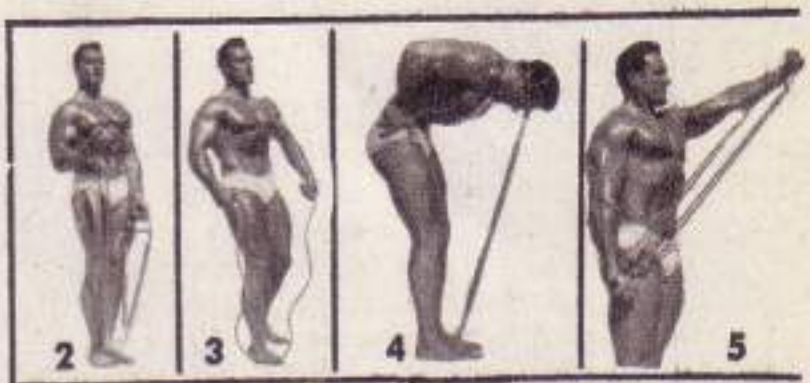

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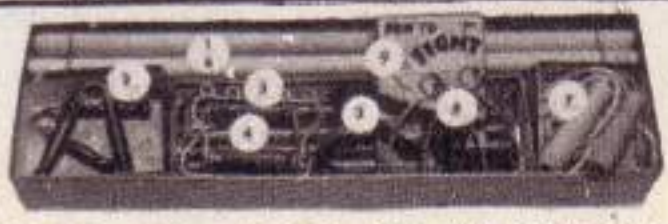

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Half Past Teen

(*Continued from page* 9)

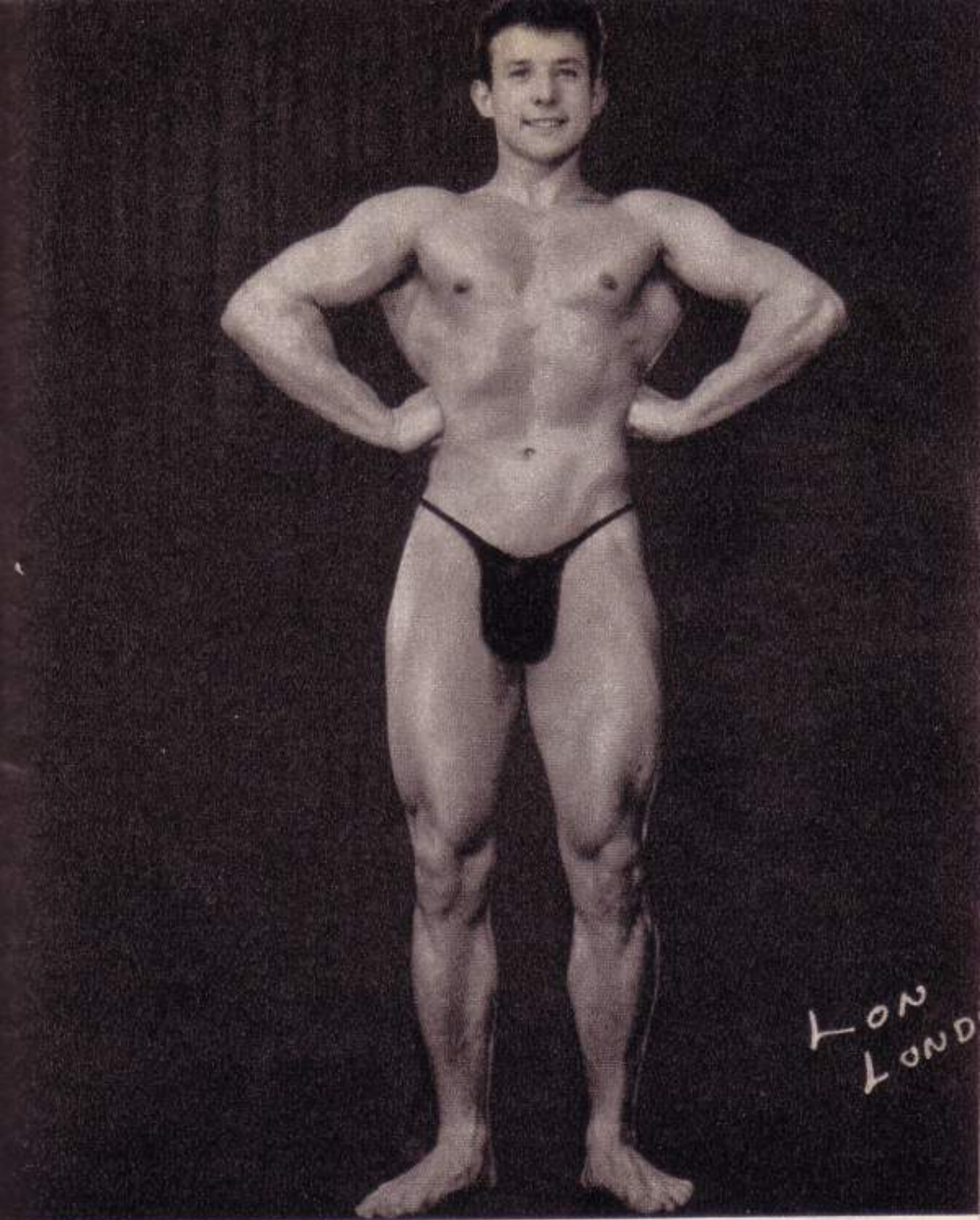
his training while he is still on the upward path.

Athletic Model Guild has pioneered in the photography of young boys, and this month they have sent us some studies of two of their models who are just half-way through their teens. Don Ward, 16, is a student of the arts, and is further blessed with a talent for music. He works out at the East Los Angeles Physical Culture Studio.

His friend and training partner, Tony Cherrone is a bit older, and has been working out for a year, the last 4 months being devoted to heavy work. Besides his regular weightlifting activities, he plays other sports, being particularly fond of gymnastics.

Abetted by the all-seeing eye of AMG's camera, the simple and natural grace of these teen-agers blends harmoniously with their already exceptional muscular development.

(All photos by ATHLETIC MODEL GUILD)



CLIVE POSTER Lon of London

From across the sea his shoulders span the wide Atlantic

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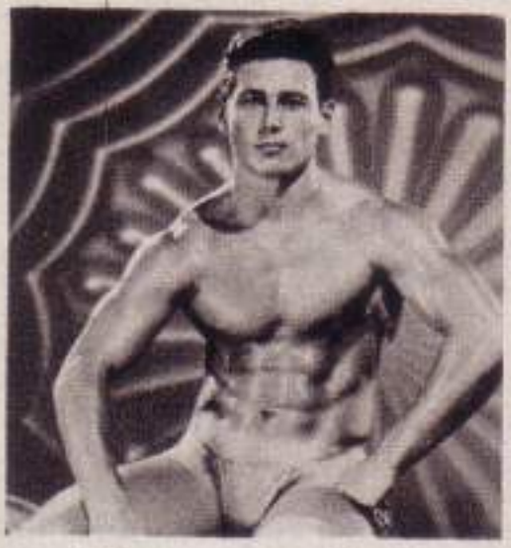
INTRODUCING
Handsome Knolly Simpson



Album 2X features Knolly, plus 11 other stars. Price $2.50. 20 Key index catalogs of different models $2.00. Bulletin describing budget photos, posing trunks, etc., for 10 cents. 4—1954 editions of Physique Pictoral $1.60.

ATHLETIC MODEL GUILD
1834 West 11th Street
Los Angeles 6, Calif.

Henry Lenz

(*Continued from page* 38)
windy plains of his native Texas, invaded the muscle-building circles of Southern California where he quickly gained a fabulous reputation as a sterling example of the body beautiful. "Golden Boy" Lenz was a pleasantly common sight on California's Muscle Beach where he annexed practically every award for physical development that could be competed for. As a musician, an artist of the bass-fiddle, Henry and his madcap group of musicians were constantly in demand for every beach party.

But the pleasures of youth must give way to the exigencies of making a living. Henry the Golden Boy is now Henry the Golden Groaner. In the accompanying photographs the transition from carefree youth to hard-headed business man is most graphically illustrated.

Powers

(*Continued from page* 12)
reproductions of the Powers' physique, he is exceptionally thin-skinned which is all to

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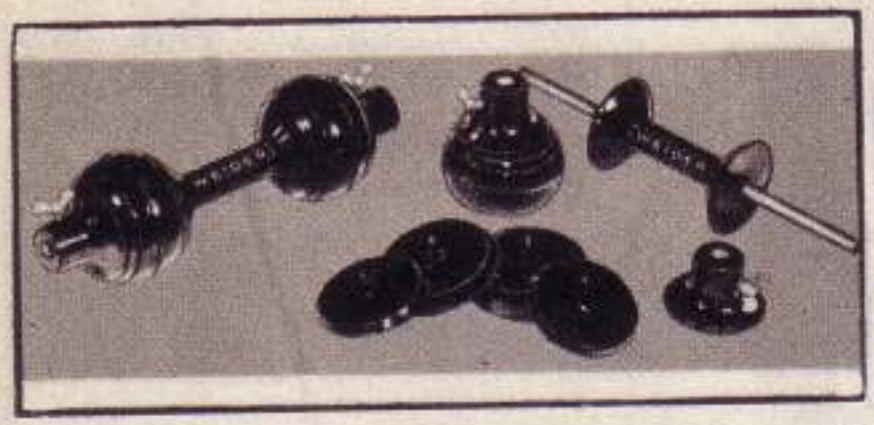

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Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

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the good when acute delineation of muscles is desired. He has not a weak spot in his entire body, and is one of the very few who poses entirely with his muscles untensed.

The average poseur is forever trying to show the world that he really has more muscle than can be portrayed in a photograph . . . however, as you will observe, Art's muscles show cleanly without any attempt at force or super-exertion.

It is to men like Art Powers that present-day physique publications look to for help in proselyting the cause of natural, reasonable, and believable physique photography.

Bud Counts

(*Continued from page* 33)
had he doffed his service clothes for his training trunks than he was in there swingin' for the 1954 Mr. America contest in which he placed.

Bud's biceps are the product of very concentrated exercises. For his arms he uses only a moderately heavy weight which he curls in a very slow concentrated manner for countless repetitions.

YOUTHFUL DUALS by Bruce *From his latest catalog*

Two new Bruce models command your attention

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It is this technique that has earned him the sobriquet, "the man with the baseball biceps". If you will note the group photograph with George Paine, Malcolm Brenner, and Bud, you will immediately be made aware of the massive density of his biceps in comparison with those of Brenner (who is much taller and heavier), and Paine (who is much taller and of less dense skin texture).

With so much in his favor, it is the hope of ADONIS that Bud will continue to fight for the title he so much desires . . . for we are sure that if he does, Counts will not be "counted out".

Mr. Canada

(*Continued from page* 19)

of the evening Joe Pocza of Montreal was declared Mr. Canada, defeating that smiling Irishman, Guy Higgins by minimal points.

Joe is a New World translation of the French ideal body beautiful, and his classic torso was beautifully displayed in the first issue of THE BODY BEAUTIFUL.

For the Man with the PHYSIQUE who Likes the UNIQUE

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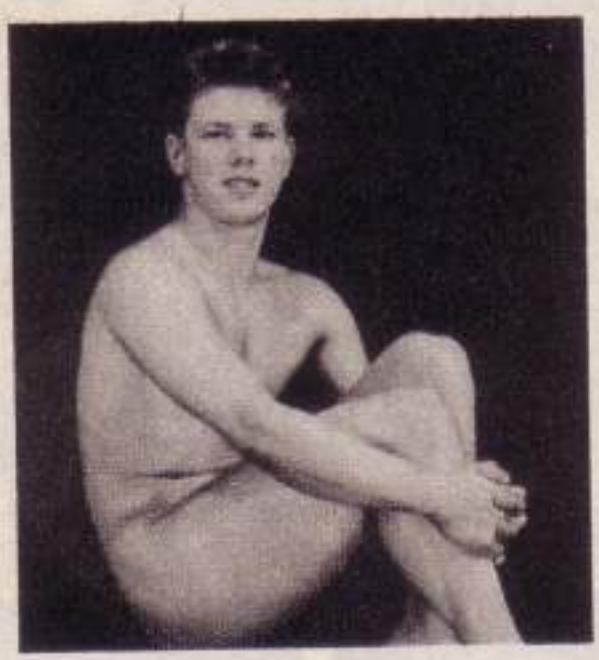

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Available Now!

16 superb studies of this outstanding boy — $1.00

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Guy Higgins is equally familiar to our readers. He is doubly blessed, for in addition to his beautiful physique he possesses such a flair for posing that each of his studies takes on an aliveness and an expression of boundless energy that gives a quality of mobility seldom demonstrated by other models.

Truly, this year's Canadian physique champions are fully equipped to take their places by the side of all the world's best built men.

Hugh Pendelton

(*Continued from page* 5)

framework . . . the Czech with his short, stocky build . . . the Latin of medium height and classically developed torso, et cetera).

America has assimilated all these types, and in the process of melting them down, and remoulding them to the tempo of our way of life, we have set ourselves a physical standard completely different from that of all other countries.

Hugh Pendleton, whose physique is displayed here

(*Continued on page* 58)

Muscles a la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

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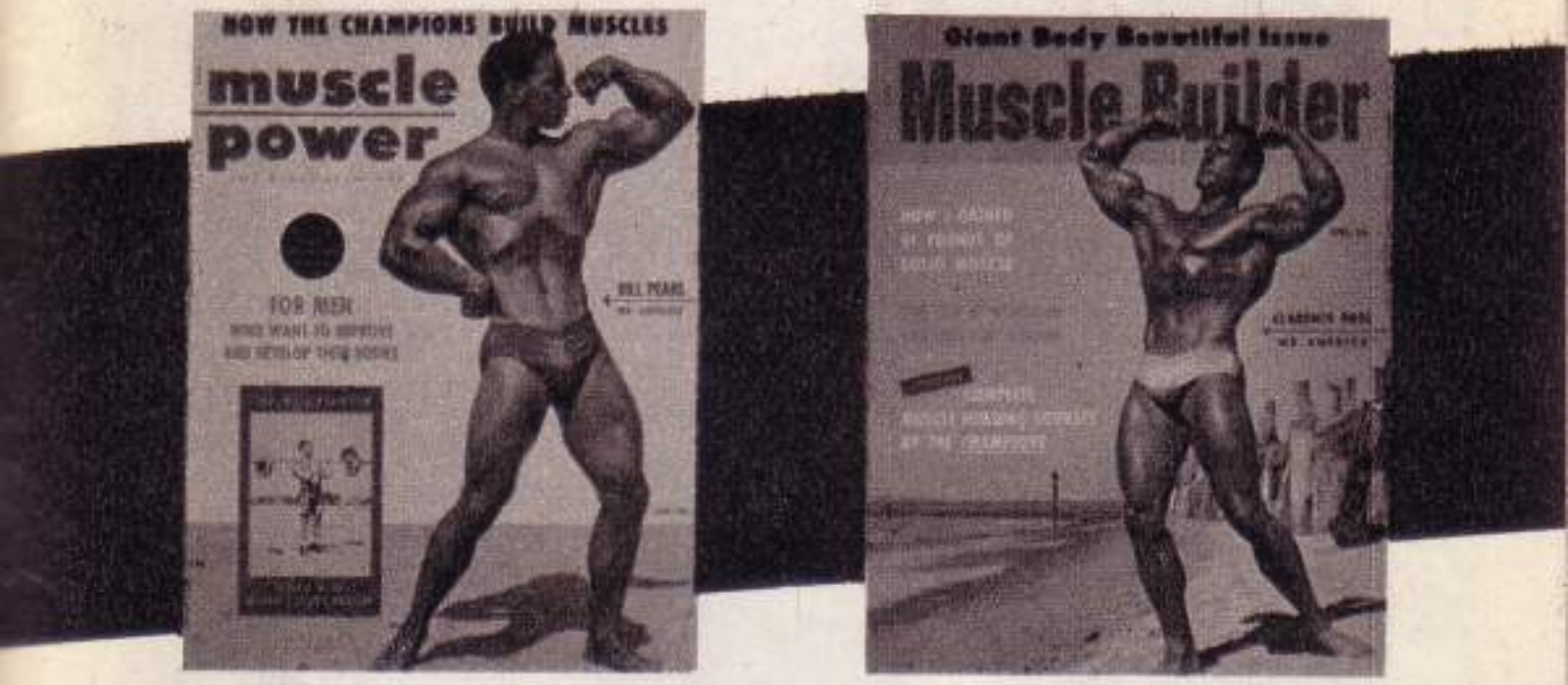

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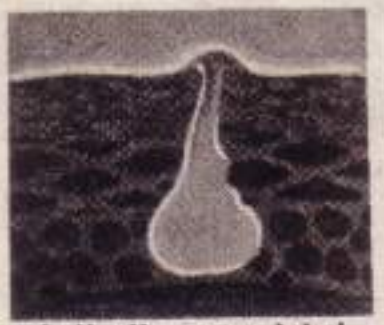
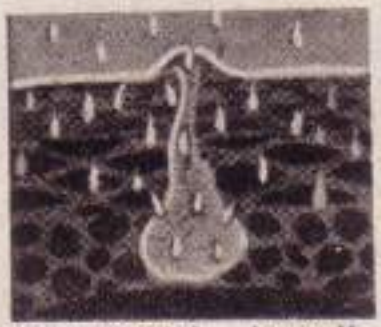
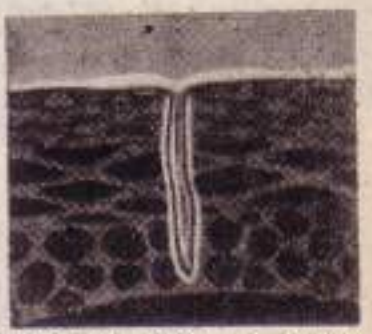


1 Medically pure lubricants soften surface dirt and crusty scales.



2 Germicidal ingredients penetrate deeply, combating infectious germs.



3 Astringents close pores, soothe skin membranes, make face smooth, soft.

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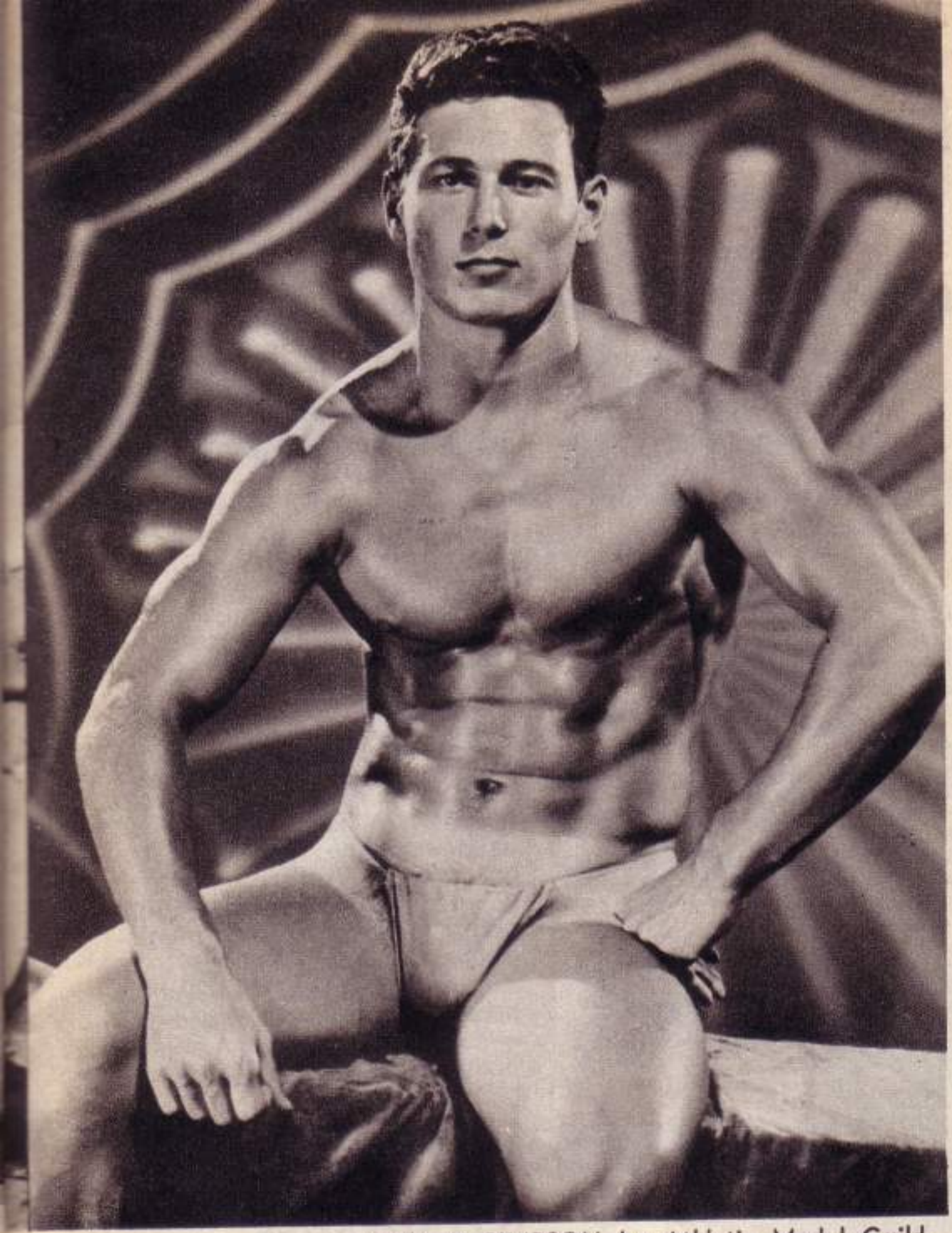

KNOLLY SIMPSON by Athletic Model Guild

A close-up view of handsome model from new AMG series

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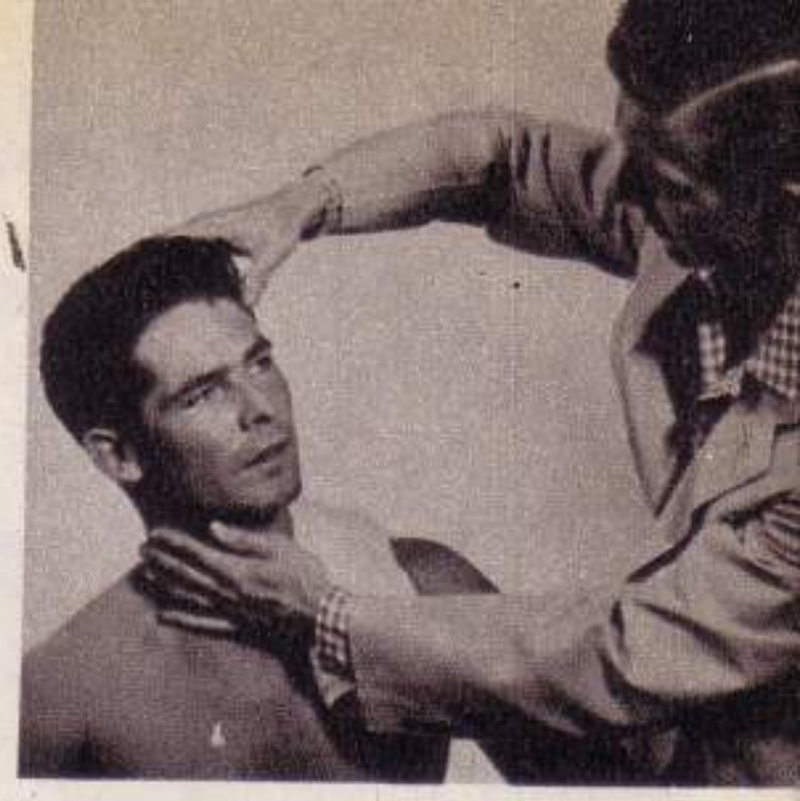
YOU TOO CAN HAVE A HANDSOME FACE A FLAWLESS SKIN — A GLOWING COMPLEXION



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Learn the Hall Warner Method of Face Culture . . . exactly as used by the leading male stars of screen and television, and by many of today's leading bodybuilders.

LEARN HOW TO

TREAT your skin internally with the famous Hollywood Super-Protein Diet. **REBUILD** your face through the Warner System of Facial Exercise. **CARE** for your skin externally with three of science's most advanced contributions to masculine good looks. . .

the course of the champions

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DEEP PORE SKIN CLEANSER
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LIQUID "MASQUE OF YOUTH"

Created ESPECIALLY FOR THE MALE SKIN, these MIRACLE AIDS TO SKIN PERFECTION are almost magical in their effect when used with the Warner Method of Face Culture.

In this course everything "from the collar up" is discussed by Mr. Warner . . . the care of the hair — hair arrangement — care of teeth — in short every avenue to male good grooming is explored.

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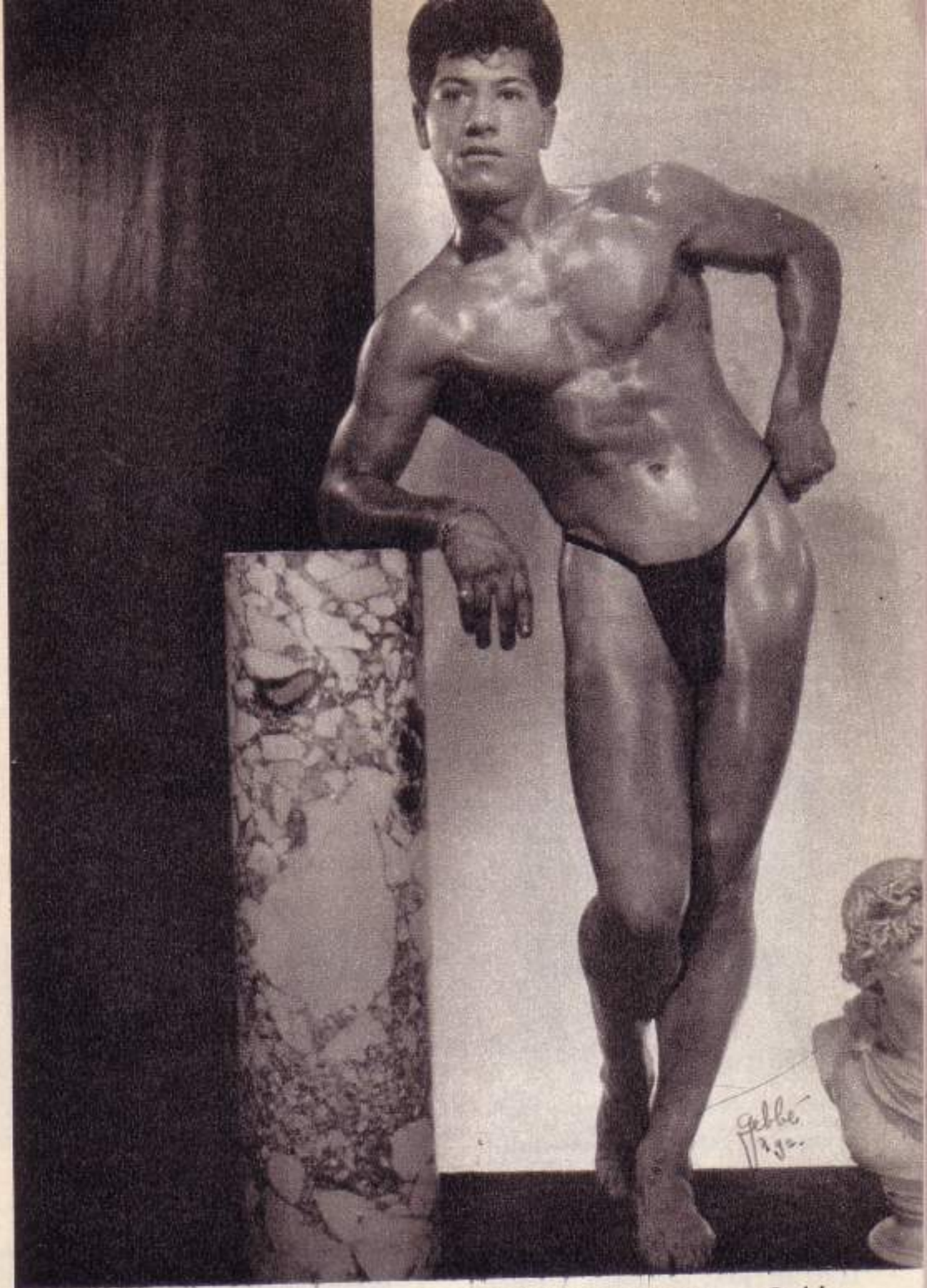
(*Continued from page* 52)

should gladden the heart of the estimable Mr. Willoughby, for he is just what the anthropometrist ordered, being exactly 5' 10" tall, and clocking the scales at a neat 170. However, if these two measurements were all that is necessary for physical greatness, many of us could be Adonises without trying. Unfortunately a principal factor is hard work, and Hugh, in six years of body-building, has spread that 170 pounds into beautifully proportioned calves, biceps, and neck of equal 16 inches, while his magnificent 44" chest angles down to a trim waist of 28".

Now just 20 years of age, Hugh is a university student, and a newly-hatched husband as well, for he is married to one of Hollywood's most glamorous models. With the ultimate in physical perfection already his, and with the help and constant encouragement of his beautiful wife, Hugh Pendleton says . . . "It's a great, big, wonderful world "

(Photographs of HUGH PENDLETON by ATHLETIC MODEL GUILD)



JOHNNY SALAMONE Gebbe

Upon a pillar of marble rests a pillar of strength

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The Physique of
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Norm is one of the West Coast's leading bodybuilders. Always in demand as a model for artists and Art Schools, his exceptional physique and posing ability reveals a beautiful symmetrical form.

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TONY LANZA
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Artie Zeller

(*Continued from page* 29)
tion as one of the fine arts.

The caricaturist first of all seeks to show, by exaggeration, the outstanding characteristics of his model . . . an oddity of feature, an unusual smile, a bizarre hair arrangement, or perhaps the character of a nose, of a gaze, of a stance, or gait, or any one of a thousand quirks that make us all unique individuals and personalities.

Artie Zeller whose work you see depicted in these pages is a very unusual person himself. Now just 23 years old, Artie's famous physique has adorned the pages of every bodybuilding publication of recent years. We saluted him as our cover man in the January issue of THE BODY BEAUTIFUL, and we have the added pleasure of showing you one of his favorite photographs in this issue of ADONIS.

Upon his return from service, Artie enrolled at the Cartoonists' and Illustrators' School in New York, and

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AMAZING Weider Formula #7 is specially prepared for all men . . .

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Endorsed by, good looking Steve Reeves, Mr. Universe.

SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

2 Use Shampoo to thoroughly clean scalp once a week.

ORDER TODAY and receive FREE BOOK on Hair Care

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Gentlemen:
I enclose $5.30 (tax incl.) for a full 2 month's combination supply of Weider Tonic and Shampoo. Send me formula best for my scalp condition which is ☐ Dry ☐ Natural ☐ Oily

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upon graduation opened his own studio at 309 East Houston Street, not far from my gym. His professional activities, however, do not prevent him from enjoying his three hobbies, bodybuilding, bicycling, and chess. Regarding the latter, one never sees Artie without his vest-pocket chess set, always ready to take on all comers.

The caricatures you see in these pages are Artie's conception of people who visit, who frequent, or who work out in my gym, yet they could be duplicated in every physical culture studio throughout the country. We hope you like the drawings, and the vignettes with which he has accompanied each one.

QUAINTANCE

Internationally famous painter of the male physique offers popular priced reproductions of over 40 superb paintings featuring heroic masculine physiques, and photographic studies of his models.

ART CATALOG—Fully illustrated with 42 paintings 50c

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Transformation

(*Continued from page* 41)

of plastic surgery. It can surely change your life. Sometimes the merest trick of the knife can work more magical transformation than Cinderella's fairy godmother accomplished with her wand.

One great Hollywood star known as the "king of the box office" had enormous protruding ears like limp lily pads. By the simple expedient of "tucking" back his ears his face was brought into correct proportion and years removed from his age.

Probably the commonest form of plastic surgery is the simple nose operation. This is accomplished very quickly, and the patient goes home immediately. After a day of ice bag applications to his nose and a bit of rest he is a new man, figuratively and literally speaking.

Operations on the neck for stretched or wrinkled skin are also quite popular and successful. Some people even have an incipient double chin removed, an operation which in itself is very interesting. Making an incision in the neck the physician draws out the strands of fat very much like a knitter rolling a ball of yarn.

Many persons have pouches of fat under the eyes. Sometimes this is the result of many years of gall bladder trouble, which invariably shows under the eyes. With some it is the result of too rapid reduction, or of gluttony. The physician in this case takes a small knife looking much like a ladies' fountain pen and makes a tiny incision in each pouch, drawing forth the fat as mentioned above. The healing is quite rapid, and after a few weeks there is no scar visible to show the point of incision.

You should take every precaution in selecting the best surgeon. Contact your local medical society and ask them to recommend some competent man. Consult your own physician who may be in close contact with specialists in this branch of his profession. While such surgery may be expensive, it is well worth it if you have a fine surgeon. To have less than the best can be disastrous, to say the least.

BOB DELMONTEQUE STUDIOS

Announces publication of Catalog "A" of handsome Richard Alan, featuring beautiful indoor and outdoor miniatures. Larger studies may be ordered from each miniature by number. **Price Catalog "A" $1.00**
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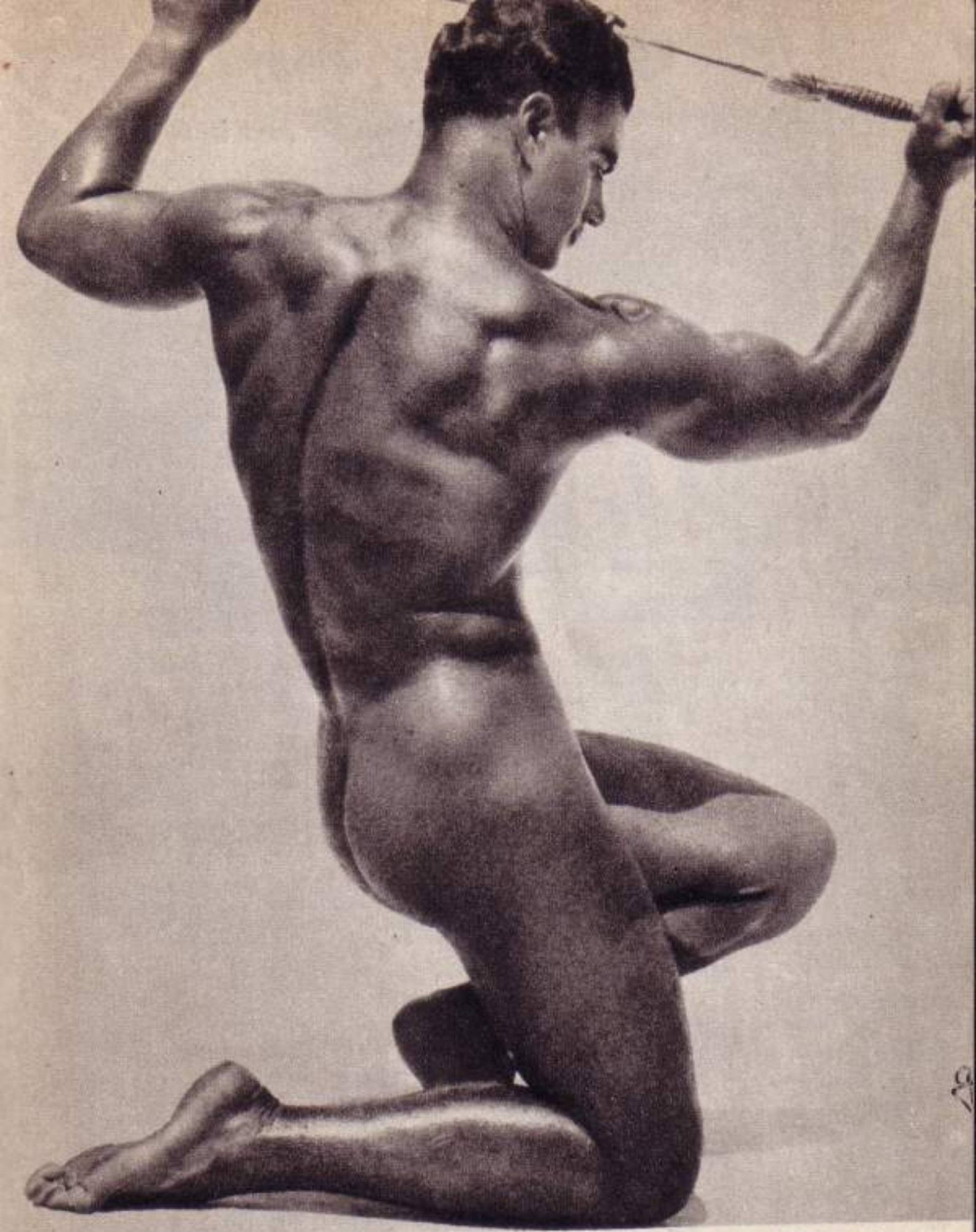

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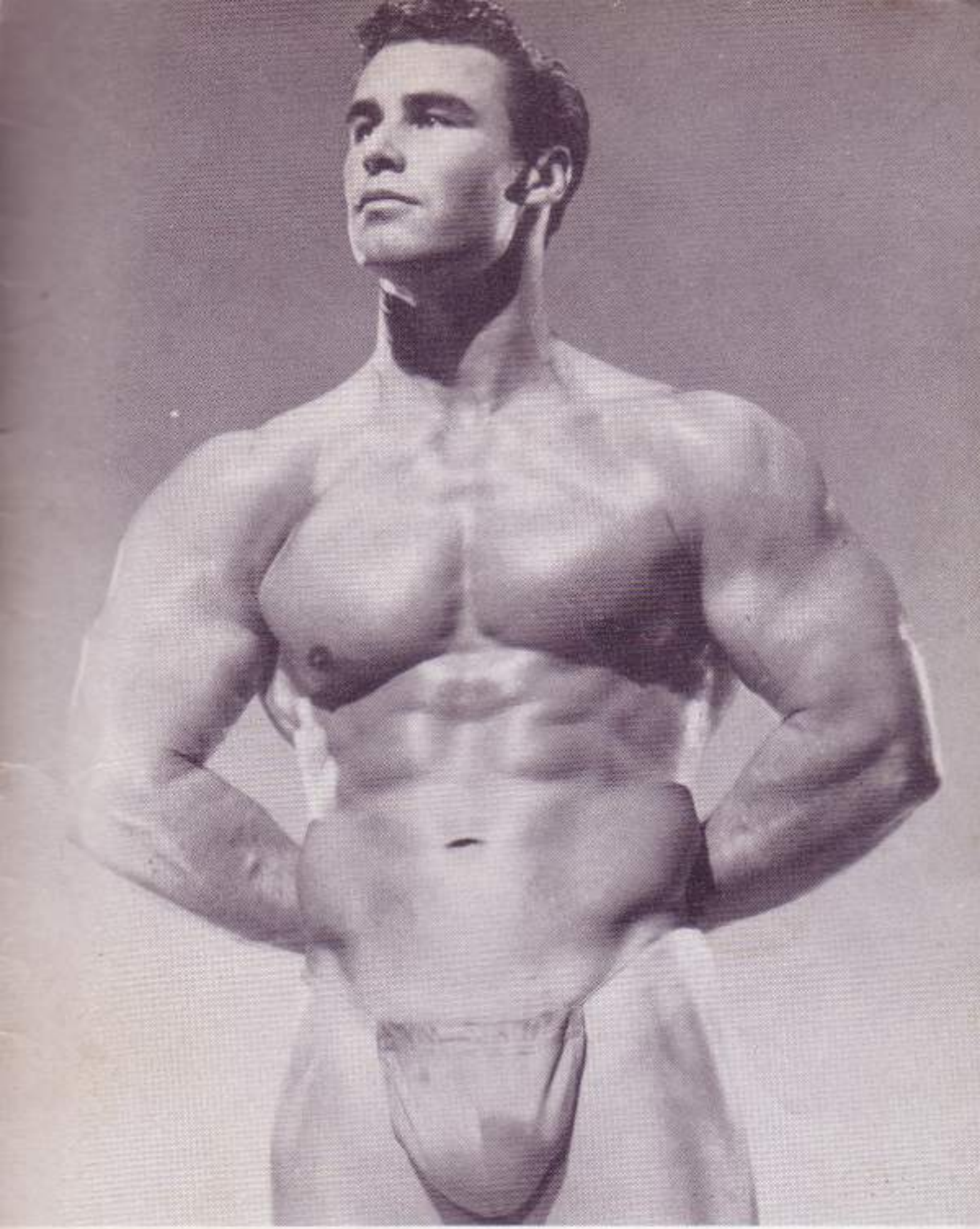

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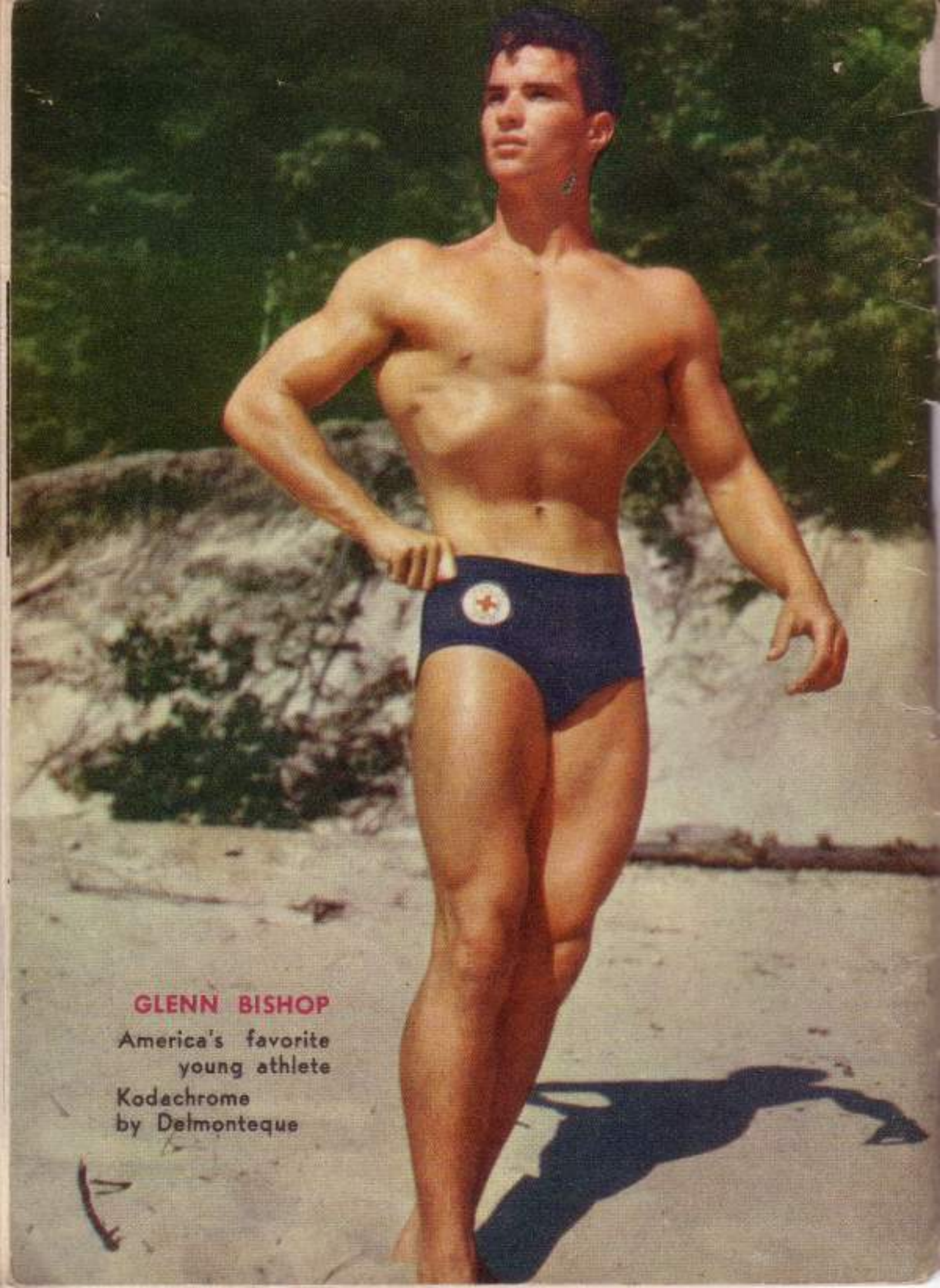
West Coast Superman in brawny torso display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